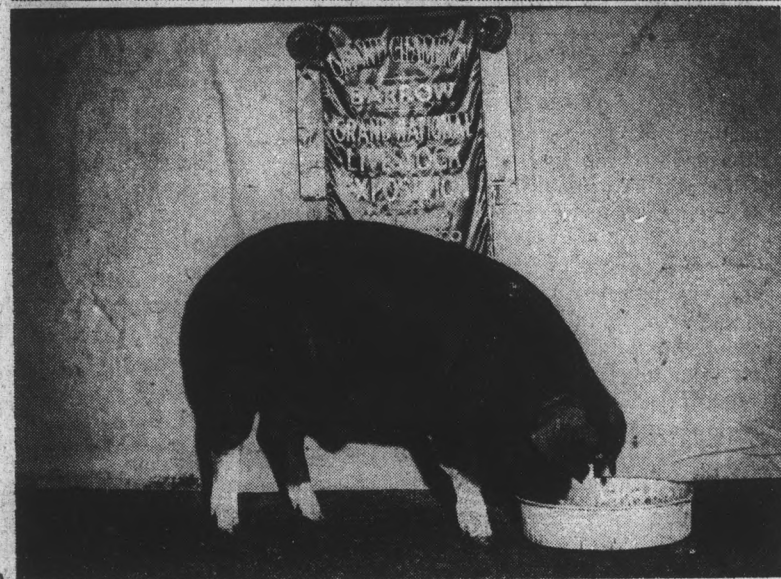


THE FARM TRIBUNE

VOL. VIII — NO. 24

PUBLISHED WEEKLY — PORTERVILLE, CALIFORNIA

Thursday, December 9, 1954



ROLLA BISHOP, upper, looks over some of his Monache Farm Poland China sows that are now being offered for sale in accordance with plans to dispose of the entire Monache herd. Second photo shows the Monache Farm fat barrow that was judged grand champion of the 1948 Cow Palace show to add to the collection of Monache Farm ribbons that now numbers over 300. At left is the grave of Golden Glory, the boar, purchased by Mr. Bishop in 1940, that set up the type and conformation in Monache Farm Polands that carried them to top honors in western shows and established them as quality breeding animals for commercial pork producers. Sale of 125 head of Monache Poland Chinas is being announced this week, as a health condition forces Mr. Bishop out of the hog business. Monache Sausage kitchen, operated at the farm by Mr. and Mrs. Bishop for about three years, was closed several months ago.

"End Of An Era" In Swine Breeding Reached As Rolla Bishop Announces Plan To Sell Monache Polands Herd

"End of an era" in swine breeding in southeastern Tulare county was foreshadowed this week with announcement by Rolla Bishop, of Porterville, that he will sell his entire herd of famous Monache Farm Poland China hogs.

Decision to sell was a hard one for Mr. and Mrs. Bishop to reach, however, Mr. Bishop's health made the decision inevitable.

The famous herd, from which top show winners have been consistently produced since 1941, was founded by the boar, Golden Glory, purchased by Mr. Bishop in 1940 from Clark Huber, of Omaha, Nebraska, and now resting in a mark-

ed grave at Monache Farm.

This boar, just prior to shipment to California, was judged junior champion of the Nebraska state fair; to immediately prove his worth, he took grand champion honors at the California state fair in 1941, while a young boar out of his first litter at Monache Farm was judged junior champion of the fair.

Owning and showing both the champion and junior champion boars of that 1941 fair is recalled by Mr. Bishop as his greatest thrill during his years in the livestock show ring, even though the off-

(Continued on Page 8)

SIXTH ANNUAL VALLEY HEREFORD BULL SALE AT PORTERVILLE FAIR GROUNDS NEXT MONDAY; CATTLE WILL BE JUDGED AT SHOW ON SUNDAY

TURKEY MEN URGED TO CUT DOWN

Turkey breeders, hatchery operators, feed companies, and turkey growers have been cautioned by the U. S. department of agriculture against excessive production of turkey eggs, poults and turkeys in 1955.

The department said that early season developments point to a 1955 turkey crop somewhat larger than this year's high record output of 61,000,000 birds. Turkeys have been selling substantially lower this year than last.

Looking toward the 1955 crop, the department pointed out that during July-October this year, 19 percent more heavy-type breeder hens were tested for inclusion in breeding flocks than during the same period last year. This increase more than offsets a reduction of 13 percent in testings of light-breed hens.

Hatchings of both heavy-breed and light-breed turkeys in September and October this year also were sharply above those of a year earlier. Approximately 1,300,000 poults were hatched this September and October — a 50 percent increase over the same months last year.

The upward trend in the number of heavy-type breeder hens being kept for egg production must be reversed if a favorable outlook is to be established for production

(Continued on Page 2)



OUR TOWN

Yes, I know that football is over with, and the banquet has been held for the boys, and the awards have been given out, but no one asked me before they gave the awards. Of course maybe they figure I don't know anything about football, and they are right, so I can say what I please. This running around their own right end still has me confused, but I know who I liked on the college team. I liked Dan Baldini. Dan is from Battle Mountain in Nevada. It is a small town and Dan played six man football there and when he came here he had plenty to learn, but it didn't seem to bother him much. He hits hard, and the players on the opposing team got so they hated to line up opposite him. You see Dan is a wee bit rough, but that is what he is there for. He plays offense and defense, and is in there the whole game. He isn't flashy, he doesn't carry the ball into the end zones and listen to the crowd yell their fool heads off for him, but he opens up the holes for the flashy players to run through. I am pleased to hear that I am not the only one who thinks he is great. Dan has had a number of cozy little notes from some of the leading West Coast colleges. Battle Mountain must be quiet a place, and if all the boys have the personality and grades that Dan has we would like to have

(Continued on Page 2)

Guests Of Honor



"KEYS TO THE CITY" this weekend go to the likes of the above — top quality Hereford range bulls that will take over at the Porterville Fair grounds for a show, starting at noon, Sunday, and sixth annual sale of the San Joaquin Valley Hereford association, starting at noon, Monday.

LIVESTOCK EDITION

This is the second annual Livestock Edition of The Farm Tribune, containing information, including consignments, for the sixth annual San Joaquin Valley Hereford association sale that will be held at the Porterville fair grounds next Monday, starting at noon.

In addition, you will find many articles of interest to the livestock producer — The Steer Of Tomorrow, by D. Howard Doane; Outlook For Agriculture, from the U.S.D.A.; Milk For Better Health by Herell DeGraff; Landscaping On The Farm, by John Daybell; Outlook For Poultry, by Dave W. Martin; Pest Control For Health, by C. W. Gay, and a number of other items.

And, of course, a number of ads that are worth your time to read, since they point the way toward more profitable farming and ranching operation.

SAFE DRIVING DAY WEDNESDAY

Porterville Safety Council members, and any other interested persons, are invited to an 8:15 o'clock breakfast at Gang Sue's in Porterville, Sunday morning to organize plans for Safe Driving day that has been set nationally by President Dwight D. Eisenhower for next Wednesday. An effort will be made to stop traffic accidents in the nation for a 24-hour period on that day; local chairman is Porterville police chief, Jim Kendrick.

Narcotics Officer To Speak Tuesday

F. L. Stemm, state narcotics officer from Fresno, will be guest speaker at the Porterville adult school next Tuesday evening, 7:00 o'clock, in the gymnasium classroom. The public is invited.

Forty-five head of royally-bred Hereford bulls, representing the most famous blood lines in the nation, will go under the auctioneer's hammer, Monday, December 13, at the sixth annual sale of the San Joaquin Valley Hereford association, on the Porterville fairgrounds.

Represented in the sale will be such prominently-known blood lines as F. S. Trumode, Baca Duke, Zoten Prince, Domino, Larry, Triumph, Tone, Zato, Triumphant, Royal Mixer, Super Don and Larry Astor. All are recognized throughout the Hereford world, some represent the highest priced stock of all times.

Quality range bulls will be featured at the sale — both Polled and Horned. Consignors include: Floyd Slocum, Hanford; S. E. Walters, Luther V. Patterson and Theo. L. Cairns, of Lindsay; W. V. Peterson, Fresno; Ray and Louise Hutchinson, Giddings & Patterson and F. R. and E. K. Farnsworth of Porterville; A. H. Karpe, Bakersfield; Fred E. Vanderhoof, Woodlake; Don Doris, Clovis; F. E. Crews, Laton; Gladys Cooper, Tipton, and

(Continued On Page 2)

Cotton Allotment Protest Meeting Friday Night

Ranchers of the Woodville district will gather Friday evening, at 7:30 o'clock, in the Woodville Community hall to voice their protests to cotton acreage allotments in Tulare county for the 1955 season.

It is stated that representatives of the Tulare County Agricultural Stabilization and Conservation committee, the group that administers the cotton program, will attend the meeting.

All cotton growers of the area are invited to attend.

REFERENDUM COTTON VOTE NEXT TUESDAY

Polling places were announced this week in Tulare county for cotton referendum vote next Tuesday, with growers notified from the ASC office as to their polling place.

Polls will be set up in southeastern Tulare county at Earlimart, Kiggins potato shed; Poplar, Grange hall; Porterville, city hall; Tipton, Mutual Water company.

Two-thirds of growers voting must approve to keep the quota program in operation next year, with 90 per cent of parity supports and acreage allotment. Alternate, if the referendum does not carry, is no acreage allotment, but with parity dropped to 50 per cent.

SHORT HEADS LITTLE LEAGUE

Herb Short was this week elected president of Little League Baseball in Porterville for the 1955 season; Gene Dinkins was named vice-president; Jack Givan, treasurer; Troy Jones, secretary and Lee Sunderland, commissioner. Present plan is for a six-team league; boys interested in playing, or fathers of boys, are asked to contact Mr. Jones at 108 North Main.

6th Annual Sale

(CONTINUED FROM PAGE 1)

Milton Hadley, Visalia.

The two-day sales event will open with a Hereford show, starting at noon, Sunday, with Harry Parker, nationally-known Hereford breeder and judge of San Luis Obispo, as judge. The sale will start at noon, Monday, with Howard Brown, famous auctioneer from Woodland, handling the gavel; the sale will be clerked by A. H. McDonald, representative of the American Hereford association.

Bleacher seats have been moved into the main exhibit building at the fair grounds to accommodate buyers and interested spectators. Members of the Hereford association invite all persons of the community to attend the sale, even though they are not in the cattle business.

Sale notices have been sent to cattlemen throughout California; last year sales were made to buyers from several western states, although bulk of the buyers came from the southern San Joaquin valley cattle country.

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Our Town

(Continued From Page 1)

more of their boys come here.

Some more football. Bob and Nell Shannon from Springville gave a party for the whole high school team last Sunday, and I have never seen so much food or seen it disappear so very fast. Nell made eight cakes with other goodies, and there wasn't a crumb left. The boys were supposed to eat around 4:00 o'clock, but some of them came at 9:00 in the morning ready to go. They rode horseback, and played touch tackle in the meadow which would have made Lee Angelich, their basketball coach, turn blue with worry if he had seen them.

The rocks in the meadow where they played made the game rather hazardous, and the mud hole near the end zone made a mess out of Perry Owens. He caught a perfect pass, and landed in the mud up to his knees. The pig who was lying there just moved over. Some of the boys wanted to play cowboys and took the horses for a short jaunt over the hills. The poor horses never had such riders. Matt Encinis' legs were a little short for the stirrups and made it quite exciting when the horse went under a low branch. Matt nearly hit the mud. Bob Nelson was making like Roy Rogers, and finally roped Hot Dog. Fortunately Hot Dog can ride as well as he plays football, and all he got was some robe burns, and an extra ride from his frightened horse. But Loverin came a little late and was greeted by 40 boys piling on his back. He nearly ended up in the horse trough, but the kids took pity on

the poor coach. After eating and voting on the best players among the opposing teams they have played this year, the boys saw the movies of the college game played on the opening of the stadium. Carl Elder brought the movies, and ate just as much as the boys. Nice kids. Slightly crazy, but good American kids.

The elementary school survey came, and I had a wonderful time making it out. All kinds of questions about what I thought of the school system. What I thought of the teachers, and how they treated my children. They even asked me if I thought the schools were clean. I don't know about how clean they are, I've never noticed, but I do know that I would hate to live near the high school and have all those kids eat their lunch on my lawn and leave the awful mess there I've seen. I think it is a disgrace. The kids don't seem to have any respect for people's property. Other than that, I think the schools are doing a good job. They are crowded of course, but so are schools everywhere.

One of the schools I like is Burton out east of TOWN. I taught there one day for a second and third grade. It was fun, and the whole school has a good feeling. The teachers were all so friendly, and seemed to be so interested in the children. The school itself is beautiful, and the rooms are perfect. The cafeteria has good food, and how those women make such good food for the price is a wonder. The meat loaf was fine, and all the children seemed to enjoy everything. Homemade rolls too. Whoever picked out the colors for the school did a won-

Turkey Men

(Continued From Page 1)

and prices of turkeys in 1955, the department said.

This year's increase in testings has occurred principally in the West, North Central, and Pacific coast regions. The two largest turkey producing states — California and Minnesota — both show substantial increases from last year in the number of heavy turkeys tested since July 1.

Early testing is advantageous, the department said, for efficient operation of the testing program conducted by the respective states. But if a large supply of turkey hatching eggs becomes available ahead of the normal seasonal demand for setting eggs in incubators, the market season for hatching eggs will open on a week tone.

Department officials said that attention is being called to the early season developments while there is still time for the industry to adjust production more in line with market requirements for the 1955 crop. They added that if the present trend continues, both turkey breeders and growers will be faced with the possibility of unsatisfactory prices in 1955.

derful job, and the view of the mountains from the school is lovely. The snow and the town at the foot of the hills is a beautiful sight.

Louie Sewell came over and did a little work on our lawn the other day. He had to dig up most of the back yard to find where the people who built our old house had hidden the plumbing. He found it, and now everything goes down where it should. Of course the day he came had to be a rainy day. Was he thrilled! With Loyd's off . . .

Universal Bible Sunday To Be Observed

The Porterville Ministerial association, in cooperation with the American Bible society, is this Sunday sponsoring "Universal Bible Sunday". Pastors of the community will be preaching on various phases of the theme being used for the period from Thanksgiving to Christmas, "Faith for our day."

Bible bookmarks and posters announcing this theme have been distributed throughout the community and the respective churches. Rev. J. Wilmer Lambert is president of the Ministerial association, and Rev. Everett C. Schneider is chairman of the committee in charge of the observance.

Christmas Party Planned By 4-H

Christmas party for members of the Pleasant View 4-H club will be held in the Pleasant View school the evening of December 22; the club's 4-H band will play during the evening.

The club is also planning a cooked food sale in Porterville on December 23 as a money-raising project.

Feeder Pig Auction

Feeder pig auction will be held Saturday for benefit of Future Farmers and 4-H club members of the county under auspices of the California Farm Bureau Marketing association at the Visalia sales yard. The sale will start at 10:00 a.m.

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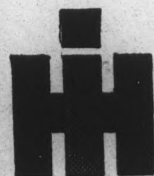
The selling price of the new broach spindle is \$1.50 each. A credit of 50c will be allowed on your old spindle. The cost to you will be \$1.00 plus sales tax. Your old spindle is worth 50c in exchange.

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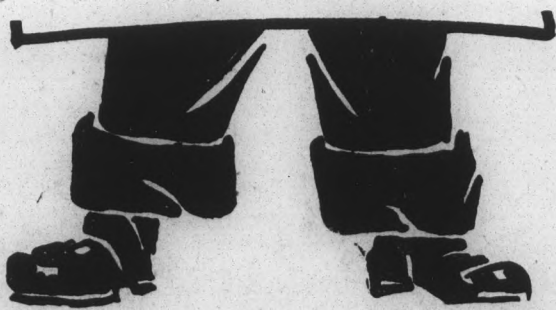
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J. GREGORY CONWAY, internationally-known flower arranger, author and artist, who will speak Saturday afternoon in the Porterville high school gymnasium at 2:00 p.m., under auspices of the Porterville Garden club. The club will also hold a bazaar, featuring holi-

day corsages of Hawaiian baby wood roses, miniature arrangements, angels and sprayed materials for making flower arrangements; proceeds from the bazaar and program go into a club fund earmarked for civic and community beautification. (Ed. Note —

While the above does not exactly fit in with a livestock edition, perhaps wives of cattlemen can attend the Saturday program while husbands are putting finishing touches on those bulls that will be sold at the Hereford sale this week-end.)

SPRINGVILLE NEWS

By Winnie Gage

Miss Carole Unser and Joe Winningham were united in marriage with a double ring ceremony performed by Rev. S. E. Jackson in the Community Methodist Church on Thursday evening, December 2.

Carole is a daughter of Mr. and Mrs. Laurence Unser and Joe is the son of Mr. and Mrs. Floyd Winningham of Porterville.

Their attendants were Stella Unser, sister of the bride and James Bowden of Porterville.

Enid Simpson and Evelyn Grimes were candle lighters.

After a few days honeymoon, the newlyweds will make their home in Springville. Joe is now in the

Navy, but is due for a discharge soon.

Guests of Mrs. Rennie Cox recently were her son and wife, Mr. and Mrs. Robert Johnson, of Delano.

Mr. and Mrs. Geo. Sturm visited her mother, Mrs. Lulu Dean, and her sister, Mrs. Olive Peck in Orange Cove last weekend.

(Continued on Next Page)

Air Force recruitments in the West led the nation percentage-wise for the month of November, with 103 per cent of the objective of the regional manpower goal. San Joaquin valley ran 138.2 per cent of its goal.

Pheasant season, just ended, was the poorest since 1950, with 88,000 California hunters taking 31,

500 birds, according to preliminary figures from state fish and game officials. Wet and foggy weather was one factor responsible, it is stated.

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.

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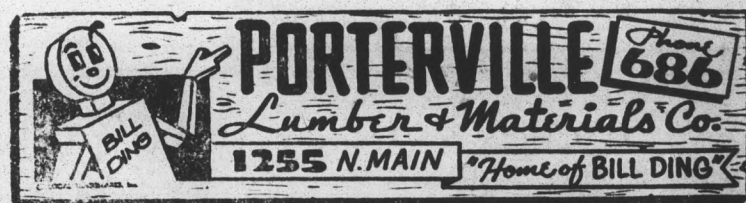
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SPRINGVILLE NEWS

(Continued from Previous Page)

Mr. and Mrs. C. A. Groves of Compton were recent guests of Mr. and Mrs. Geo. Sturm.

Last night's rain brought the season's total to 3:20 in., compared to 4:09 in 1953 at this date.

The pastor of Springville Community Methodist church, Rev. Dale Harper, states that the members are planning a vesper service for public presentation this Christmas, exact date to be acted upon later. The program is to be given by children of the local elementary school, who are practicing now under the teaching of Mrs. Dr. Fortier of the local hospital staff, and

Mrs. Roy Poly and Mrs. Ethel Green.

A Community Christmas party will be held Wednesday evening, December 22, at 7:30 p.m. in Friendship Hall, and is being planned by the local organizations of the Springville area. Santa Claus will appear, a treat will be passed out, and Christmas songs sung in community style.

Mr. and Mrs. Al Taylor and two sons have returned from a holiday visit with Mr. and Mrs. T. Thompson and daughter, Frances, of Willits. Mr. and Mrs. Lester Adcock, of Sacramento, the latter a sister of Mrs. Rev. Jackson of the local Nazarene church, have been house guests of the Jacksons.

FINS FOR FEATHERS

By Phil The Forester



Christmas shopping shouldn't be very much of a problem if the one to receive is a fisherman or hunter. An outdoor magazine, of which there are several on the news stands, can act as a catalog, try it. And if that man is an upland game bird hunter, something for the entire family is any one of several breeds of wonderful hunting dogs.

While hunting deer during the recent special Barton Flat season, Bob Bright, Fresno, bagged a black bear. He favored the writer with a roast that cooked up deliciously so we remind you that the black bear season continues until January 15 except in Mono and Inyo counties where the season is closed. The bag and possession limit is two.

The bag and possession limit on wild band tailed pigeons, on which hunting has been good in Kern county particularly, is six birds and not as many as have been previously mentioned.

Bag and possession limit on jack-

snipes is eight, black sea brant 3, coots or mudhens 25, ducks seven but in addition three widgeon or three pintail, singly or in combination may be taken and the limit on geese this year is six of which at least three must be the lesser snow geese. There is no open season on the small replica of the snow, the Ross' goose.

Some unidentifiable fish were taken from Don Pedro Reservoir earlier this year. They looked like trout, acted like trout and were equally as good table fish as a trout. Could be kokanee salmon, a member of the sockeye salmon family. In 1953 the fish and game department planted 10,440 of these salmon in Don Pedro and this year an additional 48,825 were stocked in the same waters. It is the intent of the department to continue this planting for another three years by which time the fish will be self perpetuating or will not survive in the lake and the at-

tempt will be considered a failure. But if the strange fish taken earlier this year from Don Pedro were the kokanee, then the salmon have obviously become established already. These little salmon that hardly ever grow to a foot in length are not ocean run fish. Reservoirs have been found suitable for these fish provided there is a good spawning stream inlet.

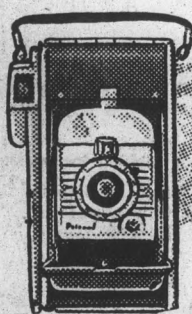
After the new San Joaquin river trout hatchery goes into operation next year, the plans include hatching out kokanee eggs for Millerton lake fingerling planting over the five year cycle.

Sturgeon fishing in the San Francisco Bay area has been good. The fish and game department has tagged 706 of these fish in the past few months which indicate a very good sturgeon population.

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.

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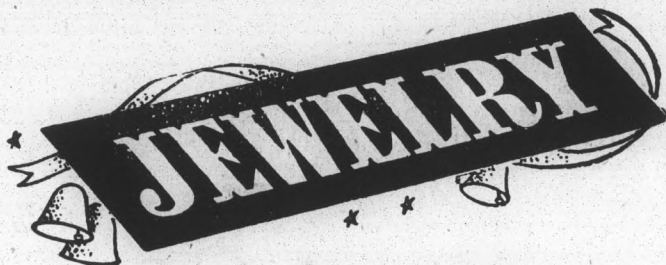
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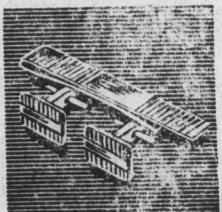
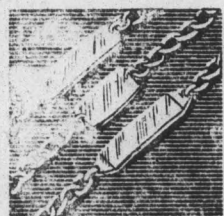
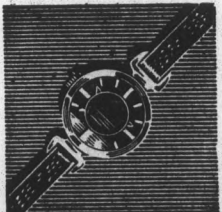
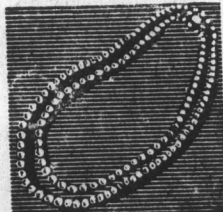
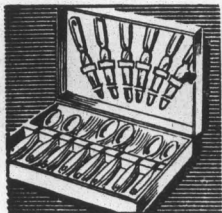
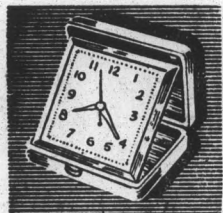
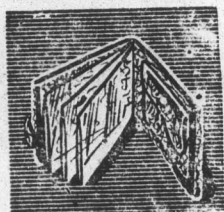


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SUCCESS

DAM ON THE TULE RIVER

(Following is a communication from Col. William J. Ely, district engineer, corps of army engineers, to Bill Alexander, secretary of the Tule River Flood Control association, relative to location and possible effects of the proposed Success dam on the Tule river just above Worth.)

In accordance with your request to Mr. W. A. Doyle of this district for certain data concerning Success project on the Tule river, the following information is furnished to you:

The Success dam will rest upon alluvial deposits of sand, gravel, and boulders which extend to a depth of 40 feet across the river valley. It is planned to excavate a trench through these deposits and backfill it with impervious material to prevent excessive underflow.

Below these deposits, and also underlying the terrace between the river channel and the left abutment, are deposits of clay, gravel, sand, and boulders that extend to a depth of at least 160 feet. These include a few thin pervious strata of sand and gravel. Most of these deposits are impervious and no appreciable underseepage will occur through them. However, the thin beds of sand and gravel will permit underseepage of some water from the reservoir and it is planned to construct drainage wells downstream from the toe of the dam to relieve the pressure from these pervious gravels.

The remainder of the dam is underlain by weathered bedrock which is of adequate quality to support the weight of the dam and through which it is believed there will not be appreciable water seepage.

Due to the presence of a cut-off wall under the dam there will be little underground flow past the dam in the layers of the alluvium penetrated by the dam. However, the reduction in preproject underground flow past the dam may be partly compensated for, by an increase in underground flow taking place in pervious strata in the alluvium at depths below the cut-off wall. This increase in flow would be due to the increase in hydrostatic pressure on the ground on the upstream side of the dam as a result of water stored in the reservoir.

The magnitude of such an increase in flow will depend to a considerable extent on whether or not the pervious strata not intercepted by the cut-off wall rise to the surface of the ground within the reservoir area. With Success reservoir in operation the flow of the Tule River below the dam will be augmented and prolonged in many years into the summer and occasionally the fall months. This prolonged flow will increase the seepage from the channel to the ground water below the dam.

For the two reasons stated above it is our conclusion that the construction of Success dam will have little net effect upon the ground-water conditions now existing along the Tule river between

the dam site and the town of Porterville.

The following information in regard to why Success dam site is considered the best location for a reservoir for flood control and other purposes on the Tule river was recently furnished to Mr. W. A. Witt of Porterville, California.

The Corps of Engineers investigated dam sites on the Tule river in 1939 while preparing the survey report for flood control on the Kaweah and Tule rivers, dated 30,

April, 1940. Such report, which is printed in Flood Control Committee Document No. 1, 78th Congress, 2nd Session, was the basis for the authorized Success dam and reservoir project.

In accordance with usual engineering practice, a thorough study was made at that time of United States Geological Survey quadrangles and of all other available maps, for possible dam sites for flood control and related purposes on the Tule river.

Field reconnaissance was made of all dam and reservoir sites that appeared to be so strategically located as to provide an adequate degree of flood protection to the valley floor areas. On the basis of such reconnaissance, surveys and comparative cost, estimates were made for dams at four sites.

Hydrological studies and benefit-cost analyses of reservoirs at these four sites showed that the Success reservoir would furnish the

(Continued on Next Page)

PRICE ERROR

An error in price was printed last week in an advertisement appearing in The Farm Tribune for Bob's Radio and Television, in Porterville. "Courier" model of the Stromberg-Carlson television set should have been listed at \$279.95, rather than at \$239.95.

DON'T MISS the Hereford Sale in Porterville, December 13.

Concrete Pipe

— IRRIGATION PIPE —
Installation Guaranteed

For Better Service To You We Use
2-Way Radio Communication
Through Porterville Radio Dispatch.

**NELSON CONCRETE
PIPE CO.**

Phones: 443 or 120-J Porterville

SPECIAL MONEY-SAVING OFFER ON WORLD'S FINEST TIRES

Here's the Best Deal in Town...

Why be content to ride on ordinary tires when—at amazingly low cost—you can equip your car with the finest tires ever built? The exceptional trade-in allowance with this special offer will make it more than worth your while to trade now for new Celebrity tires by Kelly. It's the greatest value in town. So don't delay—drive in and see us today!

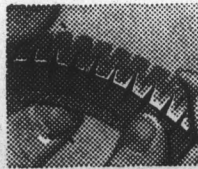
**SPECIAL
TIRE-
EXCHANGE
OFFER!**

\$40 OR MORE!

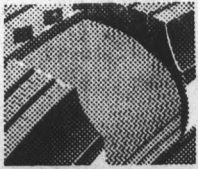
for your present tires
in trade for a set of new
KELLY CELEBRITY TIRES
—depending on size and condition

... On the Safest, Smartest Tires in Town!

the new
CELEBRITY
by KELLY



Amazing Stopping Power!
Built for "power-brake" stops! Kelly's new, exclusive tread design—with thousands of sharp-angled biting edges that grip the road—gives you the greatest stopping capability of any tire made!



Armorubber Tread! Kelly's exclusive tread compound is tougher, denser, cooler-running—gives you extra thousands of safe miles! Newly perfected, super strength cord body gives top protection against bruises or blowouts.



White-for-life sidewalls! Whiter whitewall stays white for life of tire. Wide, heavy scuff rib protects against curbing. It's the smartest looking tire you can buy, one that adds to the "luxury-look" of any car!

*One of 6 new reasons why folks are saying:
"SEE YOUR KELLY DEALER FIRST!"

Anderson Tire Service

502 S. Main

PORTERVILLE

Phone 1146-R

KELLY
Springfield
TIRES

General Hauling

Phone 1224-W

MOORE'S TRANSFER

RODGERS L. MOORE

Where Your Patronage
Is Appreciated

810 W. Olive

Porterville

**YOUNG HUNTERS
GET CERTIFICATES**

About 12,800 young California hunters have earned safe-hunting certificates so far this year under provisions of a state department of fish and game hunter safety program in cooperation with the National Rifle association. Training program locally is being handled by representatives of the Southern Tulare County Sportsmen's association, and Mt. Whitney Post 2001, Veterans of Foreign Wars.

**NEIL CARPENTER
TAKES TRAINING**

Neil A. Carpenter, son of Mr. and Mrs. L. N. Carpenter, of Porterville, is taking basic training in the Air Force at Parks Air Force base, California. Following completion of basic training, he will be sent to a technical or administrative school.

Farm Tribune Ads Get Results.

Esther's
Home Furnishings
FINE FURNITURE
CARPETS - DRAPES
Interior Decorating
518 N. Main Phone 1509-W
PORTERVILLE



Here They Are!

MECHANICAL TOYS

PULL TOYS

EDUCATIONAL GAMES

MUSICAL TOYS

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WHEEL TOYS

WESTERN OUTFITS

ALL AT THE

Toy Haven

PORTERVILLE'S EXCLUSIVE TOY SHOP

322 N. MAIN

PORTERVILLE

**SUCCESS DAM ON
THE TULE RIVER**

(Continued from Previous Page)
greatest degree of flood protection and conservation benefits, would be the most dependable, and would cost substantially less than any of the other three reservoirs or any combination of them. The conclusions which were based on economic conditions at that time, have been reviewed on various occasions since then and are considered to be valid under present conditions.

The names and sizes of drainage area of the four dam sites that warranted detailed study are as follows:

- Success dam site, located on the Tule river, with a drainage area of 388 square miles.
- Pleasant Valley dam site, on the Tule river, with a drainage area of 250 square miles.
- Duncan dam site, located on the south fork of the Tule river, with a drainage area to 120 square miles.
- Reservation dam site, located on the south fork of Tule river, with a drainage area of 109 square miles.

The U. S. bureau of reclamation, after investigating alternative dam sites on Tule river for irrigation and flood control purposes, also concluded that the Success site was the most desirable from the standpoint of overall water use.

We Only Heard

By BILL RODGERS

FROM THE "Remember When" column in the November 14 issue of the Nevada State Journal, Reno, Nevada: Fifty Years Ago—Nevada lost to California, 16-0, at Berkeley, despite runs of 55 and 30 yards by Frank Friezell. The Wolf Pack was handicapped by injuries which cost Alfred Hamlin, Harry Jones and Cash Smith. . . The Alfred Hamlin referred to is our own "Pop" Hamlin of Porterville.

EVER WONDER who the people are that you see in the magazine ads? One person you might have seen is Aubrey Rutherford, son of Owen Rutherford of Porterville, who appeared in a Manhattan shirt ad on page 183 of the November 15 issue of Life. Aubrey, who attended elementary school at Springville, also Porterville high school and college, is doing TV commercials, as well as magazine advertising.

NO DOUBT the people of Springville will be glad to hear that Porterville Memorial district board members have decided to smooth out the canyon that lies between highway 190 and entrance to the parking area of the Springville Memorial building. This canyon has been a menace to life, limb, fenders and bumpers since the Springville building was completed and should have been taken care of by the architect and/or con-

The department of the interior in a report entitled, "Central Valley Basin: A Comprehensive Departmental Report on the Development of the Water and Related Resources of the Central Valley Basin and Comments from the State of California and Federal Agencies", dated August, 1949, recommended that a dam be built on the Tule river at Success dam site, to be operated primarily in the interests of irrigation and flood control.

The State of California has supported the recommendation of the Corps of Engineers in regard to the Success dam site. The Department of Public Works in a report entitled, "Views and Recommendations of the State of California on Proposed Report of Chief of Engineers, U. S. Army, Entitled Comprehensive Flood Control Survey Report on Sacramento-San Joaquin Basin Streams, California," dated April, 1946, approved Success reservoir on Tule river and recommended that federal funds be appropriated for its immediate construction.

Sincerely yours,

WM. J. ELY
Col. CE
District Engineer

LINOLEUM

- ◆ RUGS
- ◆ CARPETING
- ◆ ASPHALT TILE
- ◆ RUBBER TILE
- ◆ CORK TILE

Free Estimates

*Western Floor
Covering Co.*

901 W. Olive Phone 1838
Porterville

**PROPER FEEDING METHODS CUT PARASITES
IN EWES AND LAMBS, EXPERIMENTS SHOW**

Parasites often get the blame for deteriorating ewes and lambs when rich looking green winter pasture may really be at fault.

"Parasites are actually as much an effect as they are a cause," said William C. Weir, associate professor of animal husbandry in the University of California College of Agriculture.

During the cold, late fall and winter months, the Davis sheep nutritionist explained, lush green grass on the range or irrigated pastures may be 90 per cent water and as little as 10 per cent dry matter.

"Under the moist conditions," he said, "the parasite larvae develop rapidly. With the sheep poorly nourished, their natural resistance is lowered. Consequently the parasites thrive."

"The sheep is caught in the vicious circle of an increasing parasite load and a poor feed supply."

"The remedy for the trouble is

to get feed to the sheep."

Making use of the cheap feed of range and pasture, as the sheepman must to stay in business, means estimating the nutrients furnished by range plants and feeding supplements to take care of the deficiencies, Weir commented.

Experiments on the University's Hopland Field Station in the coastal range area, he said, have shown that self-feeding of supplements with salt as an appetite inhibitor can bring ewes through the winter period in as good condition as if they were hand-fed the same supplements.

**STATE COSTS
RUN OVER ONE
BILLION FOR YEAR**

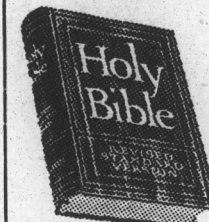
California state government cost \$1,337,754,000 for the fiscal year 1953-54, according to figures released this week from the office of Robert C. Kirkwood, state controller. This is an all-time high for the state.

Net consolidated revenues for the period ran \$1,270,975,811, or \$66,778,189 short. Balance was made up by disbursements from accumulated reserves.

tractor long ago.

SPEAKING OF architects, we still are not convinced that an architect is necessary for completion of the Porterville community swimming pool.

For
CHRISTMAS



**GIVE THE
REVISED
STANDARD
VERSION
BIBLE**

THE PERFECT GIFT R. S. V. B.
Genuine Leather \$10.00
Buckram \$ 6.00
Illustrated editions \$3.25 & \$3.50

Come in and see our
complete selection

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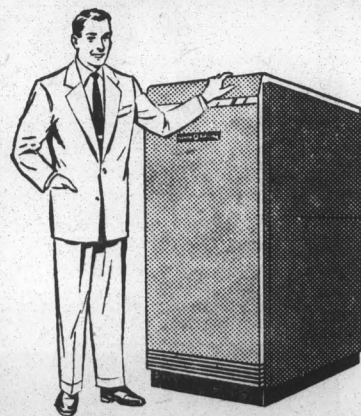
BIBLE STORE DEPARTMENT

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PORTERVILLE

*Enjoy
MODERN
HEATING*



**ALL-ELECTRIC, ALL-AUTOMATIC G-E WEATHERTRON
BRINGS YOU YEAR-ROUND INDOOR COMFORT.
PROVIDES FRESH, CLEAN HEAT WITHOUT BURNING FUEL!
AND IT COOLS WITHOUT WATER IN SUMMER!**



G-E WEATHERTRON heats, cools, filters, dehumidifies, circulates.

• Cleaner Homes

All of the air circulated in the home with a G-E Weathertron is carefully filtered. Walls, woodwork, rugs, and draperies stay bright and clean. Dust, dirt and pollen stay outside. Healthful, clean, comfortable air is yours—both summer and winter



WEATHERTRON*

ALL-ELECTRIC HEATING AND COOLING
FOR HOMES, STORES, OFFICES

*formerly the G-E Heat Pump

GENERAL ELECTRIC

BOONE'S

Air Conditioning and Refrigeration

Phone 1364

Porterville

USE THE CLASSIFIED FOR RESULTS

NOTICE
Responsibility for an error in any advertisement will be assumed by The Farm Tribune for only one publication of said advertisement.

BUY IT! SELL IT!

TRADE IT!

RATE

4c per word for one issue.

8c per word, same ad for three issues

\$1.00 minimum charge.

* Misc. For Sale 75

RENT A Generator, Compressor, all kinds of air tools and paint spray outfit. Over 250 items for you to rent. Porterville Equipment Rentals, 2325 West Olive. n11-1

FOR RENTAL Silver Table Service — Candelabra, Punch Bowls, Lace Table Cloths. — Esther's Home Furnishings, 518 N. Main. n18-3

WANTED — Scrap iron and metal. Gray Wrecking Co., 1365 Olive St., phone 948, Porterville. j14-tf

WANTED — Rabbit Fryers, 4 1/2 to 5 1/2 pounds. Weekly pickup. Walker's Rabbitry, Star Rt. No. 2, Springville. Phone 30-Y-13. Please phone evenings. f4tf

FOR SALE — Heavy Fryers. S. J. Creeks, 1015 East Date St., Porterville. s2-13

TRACTOR WORK—Discing, plowing, scraping. Reasonable. A. E. Pence, phone 1365-M. n25-3

WATKINS PRODUCTS — Call 2009-W, or see W. P. Kirk, 652 Holcomb, Porterville. je10tf

PAPER HAY TARPS - ROOFING SUPPLIES - REPAIRING — Weisenberger's Farm Supply, 1231 W. Olive, Porterville. o7tf

CUSTOM HATCHING
TURKEY EGGS

Pullorum Clean Only

BOWKER DIAMOND BAR
RANCH & HATCHERY

Phone 2359 Porterville

FOR SALE — Excellent milk cow; fresh recently. Phone Springville 57-F-5. n11-3p

FOR SALE—Recleaned and treated Ramona 50 wheat. Nagel Bros., Rt. 3, Box 558, Tulare, or phone Tulare 6-6061. n11-4p

ORDER YOUR Fireplace Fixtures now. Esther's Home Furnishings, 518 N. Main. n18-3

ELECTRIC MOTOR SHOP — Repairing - Rewinding, Brunsons, 514 S. Main St., Phone 1146-J. n18tf

FOR SALE — Rabbit Hutches; four compartments, 18 in. high, 2 1/2 ft. long, 3 ft. deep, top opening. Phone Porterville, 89-W-3. n18-2

SEE AND BE SEEN



WEAR BRIGHT CLOTHING

KEEP HUNTING A SAFE SPORT

PREVENT FOREST AND GRASS FIRES

LEGAL NOTICE

NOTICE TO CREDITORS
No. 12626

In the Superior Court of the State of California In and For the County of Tulare.

IN THE MATTER OF THE ESTATE OF HARVEY ROYAL MCCRILLIS, ALSO KNOWN AS H. R. MCCRILLIS AND HARVEY R. MCCRILLIS, DECEASED.

Notice is hereby given by the undersigned executrix of the Last Will and Testament of said deceased to the creditors of and all persons having claims against said deceased or against his estate, to file them with the necessary vouchers within six months after the first publication of this notice, in the office of the clerk of the above entitled court, at his office at the Hall of Justice in the City of Visalia, County of Tulare, State of California, or to file such claims, together with the necessary vouchers, within six months after the first publication of this notice with the said executrix at the office of Burford, Hubler & Burford, 520 E. Mill Street in the City of Porterville, County of Tulare, State of California, which said last named office the undersigned selects as her place of business in all matters connected with the estate of said deceased.

CLARA E. MCCRILLIS, Executrix
BURFORD, HUBLER & BURFORD
Attorneys for Executrix
Box 308, Porterville, California
Date of First Publication:
November 18, 1954 n18,25,d2,9,16

NOTICE TO CREDITORS
No. 12618

In the Superior Court of the State of California In and For the County of Tulare

IN THE MATTER OF THE ESTATE OF ALLIE S. FARNER, DECEASED.

Notice is hereby given by the undersigned administrator with the will annexed, of the estate of said deceased to the creditors of and all persons having claims against said deceased or against his estate, to file them with the necessary vouchers within six months after the first publication of this notice, in the office of the clerk of the above entitled court, at his office at the Hall of Justice in the City of Visalia, County of Tulare, State of California, or to file such claims, together with the necessary vouchers, within six months after the first publication of this notice with the said administrator at the office of Burford, Hubler & Burford, 520 E. Mill Street, in the City of Porterville, County of Tulare, State of California, which said last named office the undersigned selects as his place of business in all matters connected with the estate of said deceased.

HARRY FARNER, Administrator with the will annexed
BURFORD, HUBLER & BURFORD
Attorneys for Administrator
Box 308, Porterville, California
Date of First Publication:
November 18, 1954. n18,25,d2,9,16

SUMMONS
No. 46654

In the Superior Court of the County of Tulare, State of California

FLORENCE ADELINE HERBERT Plaintiff
vs.
JOHN WILLIAM HERBERT Defendant

THE PEOPLE OF THE STATE OF CALIFORNIA SEND GREETINGS TO:
JOHN WILLIAM HERBERT Defendant

YOU ARE HEREBY DIRECTED TO APPEAR and answer the Complaint in the action entitled as above, brought against you in the Superior Court of said County of Tulare, State of California, within ten days after the service on you of this Summons, if served within this County, or within thirty days, if served elsewhere.

And you are hereby notified that unless you appear and answer as above required, the said Plaintiff will take judgment for any money or damages demanded in the Complaint, as arising upon contract, or Plaintiff will apply to Court for any other relief demanded in the Complaint.

Given under my hand and seal of the Superior Court of the said Tulare County, State of California, this 10th day of November, 1954.

(COURT SEAL)
CLAUD H. GRANT, Clerk
TROY OWEN, Deputy
BURFORD, HUBLER & BURFORD
520 East Mill, Porterville, California.
Attorneys for Plaintiff.
n18,25,d2,9,16,23,30,16,13

NOTICE TO CREDITORS
No. 12605

In the Superior Court of the State of California, In and For the County of Tulare

IN THE MATTER OF THE ESTATE OF WILLIAM HARNISCH, DECEASED.

NOTICE IS HEREBY GIVEN by the undersigned, executrix of the estate of William Harnisch, deceased, to the creditors of and all persons having claims against said deceased to file them with the necessary vouchers within six (6) months after first publication of this notice in the office of the Clerk of the Superior Court of the State of California, in and for the county of Tulare, in the city of Visalia, county of Tulare, state of California, or to exhibit said claims with the necessary vouchers within six (6) months to said executrix at the office of Guy Knupp, Jr., located at 400 Second Street, in the City of Porterville, county of Tulare, state of California, which said office the undersigned selects as her place of business in all matters connected with the estate of William Harnisch, deceased.

DATED: This 30th day of November, 1954.

GRACE de BLAUWE HARNISCH
Guy Knupp, Jr.
400 Second Street
Porterville, California
Telephone 1157
d2,9,16,23,30

LEGAL NOTICE

NOTICE OF INTENTION TO
SEED CLOUDS

NOTICE IS HEREBY GIVEN that the Precipitation Control Company of California, 105 Pierce Street, Taft, California, License No. 12, intends to engage in a cloud seeding operation for the purpose of increasing rainfall in Eastern Tulare County, work to be done at the request of the Southern Sierra Corporation, F. R. Farnsworth, Route 4, Porterville, California, president.

Target area is described as follows: All of that portion of Tulare County located East of Highway 99. Work will start on or after December 15, 1954, and will extend through April, 1955.

Work will be done by airplane, using vaporized silver iodine as a nucleating agent.

s/ PRECIPITATION CONTROL
COMPANY OF CALIFORNIA
By: D. D. Merrill
105 Pierce Street
Taft, California n25,d2,9

NOTICE OF HEARING ON
ASSESSMENT

Before the Board of Supervisors of the County of Tulare

IN THE MATTER OF THE FIRST ANNUAL ASSESSMENT OF THE "TEA POT DOME WATER DISTRICT"

NOTICE IS HEREBY GIVEN: That the "TEA POT DOME WATER DISTRICT" has, pursuant to the provisions of Section 36552 of the Water Code, regularly filed the estimate of the sum required by the district to discharge all of its obligations (1) which were then unpaid and (2) which will mature during the next year and (3) that it is probable will be incurred and mature during the next year and that

Tuesday, December 28th, 1954, at the hour of 10:00 o'clock in the forenoon, and the chambers of the Board of Supervisors in the Hall of Records in the City of Visalia, County of Tulare, State of California, have been fixed as the time and place when and where the Board of Supervisors of Tulare County shall meet as a board of equalization and hear all objections presented to it regarding the correctness of any assessment and all testimony relevant to such objections and continue in session from day to day until all objections and relevant evidence have been heard and acted upon, and that

The assessment book of the district is on file with the Clerk of said Board of Supervisors and may be inspected by the public at the offices of the Clerk of said board in the said Hall of Records at Visalia, at any time during business hours, until the completion of the hearing.

Dated this 30th day of November, 1954.

By order of the Board of Supervisors.
CLAUD H. GRANT, County Clerk
and ex-officio Clerk of the
Board of Supervisors.
By JAMES E. HOWARD
Deputy Clerk. d9,16

Special Programs
Announced For
Sunday Services

Two outstanding "specials" are announced for the Evangelical United Brethren church this Sunday: At the 11:00 o'clock service Dr. William N. C. Kim will be heard in a vocal solo, and the pastor, Rev. Everett C. Schneider, will speak on "Faith For Our Day", in keeping with Universal Bible Sunday. He will begin another series of book studies from the Bible, and the first lesson will be from the Gospel of Luke, chapter one.

Bible Sunday will be further observed with a display of old, unusual, and foreign language Bibles which different persons are loaning for the occasion. Mr. F. E. Carpenter will be in charge of the display. If individuals wish to loan such Bibles or portions thereof, for the occasion, they may be brought to the church prior to the service, or notice be given the church by a telephone call.

At the 7:30 service a Youth Rally will be held with Rev. Dale Harper of the Springville Methodist church as speaker. Young people's groups from various churches will participate in music. Leonard Traeger will preside at the service; David Schneider will direct singing; Mrs. Eric Grant and Ruth Grant will be at the organ and piano; Dan and Sue Harper, home on school vacation, will be on the program; Georgia Riggins, of Springville, will sing a solo; Linda Lofton will read Scripture, and a trio composed of Virginia and Donna Freese and Esther Michaelis will be heard. Other music is being arranged for. All youth of the community, as well as other friends, are invited.

Three Rs
Of Business
Subject Of Talk

"The Three Rs of Business" was the subject of the Rev. Dale Harper's talk at annual banquet of the Springville chamber of commerce held Tuesday evening at the veterans' building at Springville; honorary life memberships were awarded to George Haig, Frank Negus and Clem Simpson by Dorothy Dye, secretary of the chamber.

New directors in the chamber were announced as Andy Cataneo and J. F. Rowland; outgoing directors are: Frank Kibler and Bud Lyman. Ted Stancliff is chamber president.

Attending the Springville banquet as representatives of other chambers were: Sterling Ensign, Terra Bella; Walter Jenvey, Lindsay; Ernest Thompson, Strathmore, and Bob Board, Porterville.

On the program were Ernestine Gilbert, vocal solo, accompanied by Ina Vaughn; Georgia Riggins and Nils J. Miller, vocal solos, accompanied by Millie Diffenbaugh;

piano solo by Mrs. Diffenbaugh; accordion solo by Reynold Rutledge and invocation by the Rev. S. E. Jackson.

Mr. Stancliff welcomed those attending and Mike Urmy served as master of ceremonies.

Steinberg To Speak

Lionel Steinberg, chairman of the Fresno County Democratic Central committee, will be the principal speaker at a meeting of Tulare County Young Democrats to be held Wednesday evening at Gang Sue's, in Porterville.

Range improvement and report on recent turkey shoot are on the agenda for a meeting of directors of the Southern Tulare County Sportsmen's association tonight at the Porterville Elks lodge hall.

Farm employment in six southern counties of the San Joaquin valley dropped from 114,000 to 110,000 persons during the past week.

Harvest of fall potatoes has started in Tulare county.

TUPPERWARE

FOR ORDERS OR PARTIES

Contact

LEONETTE BRIXEY

Rt. 3, Bx. 304, Ph. 89-J-1, Porterville (After 6:00 p.m.)

ANNOUNCING

A NEW NAME IN

Angus Breeders

THE



CIRCLE BAR W RANCH



LINDOOLEY ERIC 10th

STANDING AS HERD SIRE

Harold Weisenberger
AND SONS

PORTERVILLE

RANCH LOCATED ON SPRINGVILLE HIGHWAY

As of December 1, 332,000 head of sheep and lambs were being fattened in California for winter and early spring markets; last year, 263,000 head were on feed.

From

Daybell Nursery

By John



This has nothing to do with anything, but it's an interesting thought that hot water heaters aren't really hot water heaters. They are in truth cold water heaters. All these years we've been misled by heater companies without anyone being the wiser and some ex-nurseryman must have named them.

Another interesting, and much talked about, oddity is the Christmas tree in a large city store made mostly of Ermine. Now there is an expensive tree that makes our expensive trees look cheap. None of our trees have that Ermine look though, in fact they've a lot more Herman than Ermine in them. One thing ours do have is roots, real honest to goodness roots. Put them indoors (at \$1.25 per ft.) until after Christmas, then plant them outdoors for lasting beauty. Of course, after a few years your yard's a little crowded with trees but that leaves less lawn to mow and eventually you can go into the cut tree business. You can't lose.

These living Christmas trees are mostly members of the Deodar family. We also have California Redwoods in table models or yard size from \$1.25 to \$4.00.

About the 18th Poinsettias, Christmas Peppers, and other flowering plants for the holidays will be available. These are pretty enough to sell themselves but we'll be around to gift wrap and deliver at no extra charge.

We don't want you to think Christmas won't be Christmas or your children won't grow up normally without a plant from Daybell's. We do, however, want you to remember plants are good gifts for many people and we've set aside suggested groups for \$1.00, \$2.00, \$3.00, \$4.00 or \$5.00 in order to speed your spending — I mean shopping.

"End Of An Era" In Swine Breeding

(Continued From Page One)

spring of Golden Glory went on to win many honors for Monache Farm Polands.

In six shows at the Cow Palace, Mr. Bishop had two grand champion fat barrows, two grand champion pens and two reserve grand champion barrows. And in livestock show business, a grand champion fat barrow at the Cow Palace is just about the ultimate in ultimate.

Greatness of Golden Glory as a herd boar was again proved in 1948 when a boar and three gilts, grandson and granddaughters of Golden Glory and all of the same litter, practically swept the swine show at the California State fair.

The junior boar pig was made grand champion boar of the show — the first time in history that a junior boar had made the grade as grand champion of the state fair; the gilts placed 1-2-3 in class and the top gilt was judged reserve grand champion sow; the same group won produce of dam and get of sire (against aged hogs) and also was judged top young herd owned by and bred by exhibitor.

And it was in the same year that grandsons of Golden Glory were judged grand champion barrow and grand champion pen at the Cow Palace, to add to the collection of show ribbons that now numbers over 300.

How did Mr. Bishop happen to pick Golden Glory as a herd boar?

"Loretta and I had been on a trip to Cuba in 1940," Mr. Bishop recalled. "We had picked up a car and were driving home, stopping along the way to look at herd boar prospects in several middle western states. When I saw Golden Glory, I knew he was the boar I was after. He had the characteristics and conformation that I wanted, and he later proved that he had the ability of all great breeding animals — the ability to reproduce in his own likeness."

In summarizing what he was working for in the breeding of hogs, Mr. Bishop said, "I wanted a meat-type hog that would produce the 'mostest of the bestest' cuts of pork — an animal with a lot of length and growth for age."

And that was just what he got, beginning back in 1940, when he started with Golden Glory and a group of sows that he had selected after eight years of breeding, prior to beginning of operation as the present Monache Farm.

After getting the type of hog he wanted, Mr. Bishop stayed with it, even during the years of World War II, when, because of fat price

es, the "lard-type" hog was popular. In the years following the war, when trend in hog breeding was away from the lard-type toward the meat-type animal, Monache Poland Chinas were actually several years "ahead of their time."

In commenting on the livestock business, Mr. Bishop said, "There is a real challenge in the breeding of any type of livestock; the breeder must know what he wants, and he must work to get it. You know in your own mind what you are after but seldom, if ever, do you get the perfect individual."

"A building contractor can draw plans for a house; he can cut his material exactly as he wants it, and when he finishes the job, he has a house that is just like he planned it."

"But a livestock breeder, after he has his plan, must 'cut his material' from individual animals and from certain blood lines. And when the 'job is completed,' he finds that nature has entered the picture and the animal he has produced is not exactly like the animal he planned."

"But in the process, individuals get better, and herds get better, and the breed gets better. It's a lifetime job."

"And you never get too old, or you never win too often, to get a thrill out of a blue ribbon."

Mr. and Mrs. Bishop, in 1950, went one step further than most livestock producers — they opened the Monache Sausage Kitchen at their ranch to sell, at retail prices, those hogs that did not come up to the standard of breeding animals.

The sausage kitchen was operated for about three years, with 75 per cent of butchered carcasses selling as fresh cuts, the balance as sausage, and with customers coming from Los Angeles, Bakersfield, the San Francisco Bay region, Santa Cruz, Pomona and from throughout Tulare county, as well as from the Porterville area.

Mr. Bishop believes that success of the kitchen hinged on a high quality product — on those Monache Poland Chinas that had been bred for the "mostest of the bestest," that had the type and conformation that resulted in high dress-outs, and that had been grain-fed to produce real quality pork.

But the same health problem that is forcing sale of the Monache herd forced the closing of the sausage kitchen several months ago.

Is the secret of that fine Monache Sausage going to be published now that the Monache Sausage kitchen is out of business?

"We still have a trademark to sell," is the way Mr. Bishop answers that one, "but I'll tell you this. To get good processed pork, you first must start with the highest quality hog."

About the future of the hog business Mr. Bishop has this to say, "California needs the livestock business in its farm economy, but as long as row crops are profitable, most farmers will not tie themselves down with hogs, so probably the state will continue to import from 70 to 80 per cent of its pork."

"But the young person who has a real interest in livestock can go into the hog business with expectations of making it a profitable venture, and from our experience in the sausage kitchen, I'll say there is a wonderful future for someone who is willing to work at a deal of that kind, particularly if located near a large city."

And Mr. Bishop should know of

NO QUICK DECLINE FOUND IN COUNTY

Survey of citrus acreage in Tulare county by the county agricultural commissioner has failed to turn up any evidence of quick decline in the county.

what he speaks, for he was raised in Iowa, his father owned Poland Chinas, and Mr. Bishop had his first Polands while in his teens. Although he was educated along business lines and formerly was a bank employee in Porterville, he has "been in hogs" all his life.

In addition to winning in the show ring, his Monache Polands long ago proved themselves to commercial breeders, not only in California, but from Colorado, west, and in the Hawaiian islands, the Philippine islands and the Canal zone, where shipments of breeding animals have been sent.

Through the years, Mr. Bishop has been interested in helping young people — 4-H club members and Future Farmers. ("I know I got far more out of helping them than they got out of me," he says.) He was one of the first Porterville men to receive an honorary Future Farmers of America membership and he was one of the founders of, and is still a director and secretary of the Porterville Junior Livestock Show and Fair.

In 1939, Mr. Bishop served on the executive committee of the livestock department of the World fair on San Francisco's Treasure Island, and for five years he was president of the California Swine Breeders association.

Activities of this nature will probably be continued, but Mr. Bishop is selling the Monache herd of Poland Chinas, giving someone an opportunity to profit from the years of development behind these hogs.

Although Golden Glory died in March of 1947, sows of the Monache herd still carry his blood and three sows are great granddaughters of the famous boar.

But Monache Polands, except in the record book, have reached the end of the line. An era in swine breeding is passing in southeastern Tulare county.

Sermon in Miniature

By Everett C. Schneider, Minister
The Evangelical United Brethren Church

511 Third Street, Porterville

FAITH FOR OUR DAY

The "rainmaker" who said that all that was needed to make rain was faith, and someone to sponsor and "back him", was asking more than he realized, and perhaps more than most people are willing to give.

If we think that this is a large order, what about having Christian faith for the "reign" of God on earth, and asking for a few sponsors and "backers" to bring some semblance of "peace on earth, goodwill toward men"?

The blueprint for this "faith for our day", is found in God's Holy Word, the Bible. Everywhere upon its pages are found such expressions as "If we confess our sins, He is faithful and just to forgive us our sins . . ." and "If my people who are called by my name shall humble themselves and pray . . . then I will hear from heaven . . ." and "The wages of sin is death, but the gift of God is eternal life . . ."

In all these expressions the conditions are plainly presented, and the rewards and punishments are plainly stated. This matter of faith is not so much an "out-of-this-world" affair, but a plain matter of doing the will of God, and then waiting upon God for the results.

During this week let us exercise faith for one day at a time, and if this seems a bit difficult, to exercise faith just one minute at a time. A Bible verse here and there will give some much needed direction.

Secretary of Agriculture Ezra Taft Benson has asked growers for suggestions on how to determine support price of rice; letters should be mailed to Mr. Benson in Washington.

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.

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THE FARM TRIBUNE

Thursday, December 9, 1954

THE FARM TRIBUNE LIVESTOCK EDITION

VOL. VIII — NO. 24

ANNUAL Livestock Edition



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SIXTH ANNUAL RANGE BULL SALE OPENS IN PORTERVILLE DECEMBER 12 AT FAIRGROUNDS

For the second consecutive year, members of the San Joaquin Valley Hereford association have selected Porterville as the site for their annual Range Bull sale and show.

The two-day event, featuring top-quality bulls from the herds of the finest purebred breeders in the central San Joaquin will get underway December 12 at 12:00 o'clock noon when cattle consigned to the sale will be judged in a special afternoon show by livestock judge Harry Parker, of San Luis Obispo.

More than 2,000 persons were on hand last year to welcome home the breeders group to the city of their founding. Multi-colored banners of "Welcome Home" were displayed in all the business store windows in the downtown section and civic, social and farm organizations all joined to make the occasion a memorable one.

The enthusiasm of the buyers for the high quality 54 head bull offering in last year's sale established the sale as the second highest in average price for the Pacific coast region. The top of \$2,000 was paid by Hilo McMillen of Bosque, New Mexico, for Theo. L. Cairns' grand champion Hereford.

This year's sale will again feature the type and quality of bulls that are fast making the valley sale one of the best known in the West. Careful screening of all stock by a committee well informed of the needs of commercial cattle raisers assures buyers the kind of bulls they're looking for.

As a farm publication serving southeastern Tulare county ranchers and stockmen, it is again our privilege to publish this special LIVESTOCK EDITION highlighting the sixth annual sale. In addition to numerous articles pertinent to beef cattle production, readers will find articles of interest in all phases of livestock and poultry production adaptable to this area.

Before the reader turns this page, we would like to suggest they study the figures to their left. They represent the dollar valuation of livestock production in our area which accounts for the greatest single source of farm income to the farmers of Tulare county.

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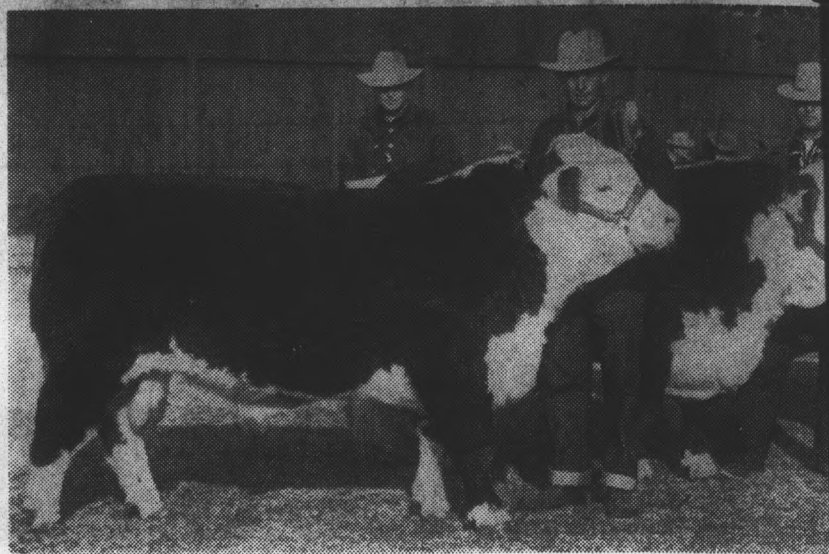
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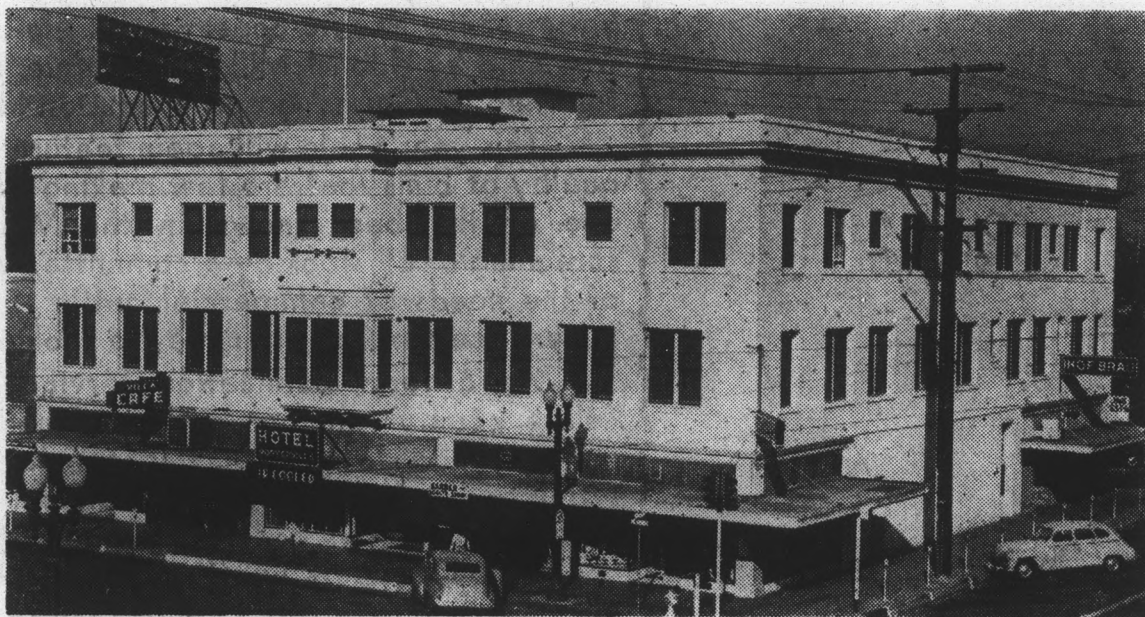


CLASS OF Junior Yearling Bulls is shown above at the 1953 San Joaquin Valley Hereford Association Sale in Porterville. Avery & Ferguson bulls from Springville, placed first and second in this highly competitive class, with George D. Ferguson shown holding the champion bull; Cyrille Faure, the second-place bull. Offerings at the 1954 sale, on December 13, promise to top those

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STEER

OF TOMORROW

By D. Howard Doane

The whole subject of production and selling beef holds tremendous potentialities. Here we view one of our major agricultural industries. It is as old as American agriculture. Throughout 300 years or more we have developed this important food product with little or no concern for its ultimate use. What other product could go so far and do so little in observing the one essential requirement for success — consumer acceptance? Let us dream for a moment about an all powerful hand that with one wave transforms our entire beef industry into a producing and distributing enterprise that uniformly places before the consumer the most delicious steaks and roasts that any of us have ever tasted — and at a price in line with what our low grades now bring. What, may I ask, would be your judgment of the probable per capita consumption of that beef? Would the largest cattle numbers we ever had be adequate to supply the demand? Of course they would not.

You beef producers have your full share of problems, I'll mention these: (1) Competition for the meat consumers' dollar by poultry producers and pork products. Numbers of beef cattle are still seriously high, with some evidence that their maximum pressure on the market has not yet been reached. It is quite probable that both poultry and pork will also be available in increasing volume.

(3) The increasing necessity for

finding plans that will lower the cost of beef to the consumer is of particular importance — because the beef animal is the least efficient converter of grain into meat.

As your competitors improve the quality of their product, and lower its cost, beef producers will find themselves being pushed harder and harder to hold their share of the market. You cannot stand still. You must either fight back or be content to take a gradually decreasing share of the meat dollar.

Over the years, pork and beef consumption per capita have run a pretty even race. Recently beef has gained on pork, and of course poultry has gained significantly. While beef consumption is favorable at the moment, the fact that well planned programs for other meats are now effective, certainly behooves beef producers to start a program before they lose their market to others. It should be easier to hold our present gain than win it back after it is lost. Further, we must remember that any changes in a beef program will require much more time than with hogs and poultry.

It is probably true that cattlemen have done the least of all livestock breeders in pointing their breeding programs directly toward the major objective for which meat animals are bred and raised. The dairyman has a very definite goal towards which he works, and a yardstick for measuring the success

of his program — that is, pounds of milk per cow. The beef breeder has done little toward either efficiency of production or consumer acceptance of steaks and roasts.

What then should constitute our objectives? My answers, in order, are: (1) Consumer acceptance. (2) At what price? (3) Trade-marking the most desired products. (4) Routing the live animal through processing and selling channels. (5) Routing carcass from packer to retailer. (6) Production objectives to meet consumer preferences. (7) Lower production costs.

There is a big long-time research job ahead of us. The questions I have suggested, and many I have not, can be answered only through research, and the time to begin is at hand. We need now to integrate the whole plan as the broiler group has done, and begin studying all phases.

Some recent research has thrown encouraging light on certain phases of our problem. At Virginia they have shown no difference in grass fattened and grain fattened cattle, when degree of finish was the same. Housewife selection of lower grades where price was not involved came as a surprise to some of us. Their reaction to fat color and cover as well as muscle color was also reverse of that anticipated.

If consumer preference places tenderness as high in the list as some studies indicate, then we

have a real job to trace that elusive character back to its basic cause. I suspect we may have to follow it through breed, age, feeding, finish, methods of handling live animals and no doubt through still other areas. Certainly we must know whether it is a job for the breeder, feeder, handler or packer. We might find that a very short feeding period, following a grazing period, on some special products not correctly called feeds, might so effect muscle structure that it would become tender as the result of a chemical reaction.

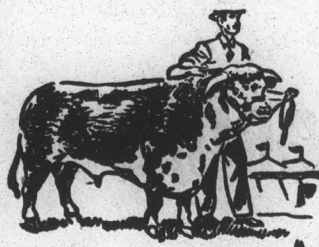
If the final route runs from grass to plate, with little or no lot feeding, the problem of maintaining a level of supplies throughout the 12 months of the year will call for some careful planning. The growing importance of the South as a grass area may make a significant contribution. I do not infer that

New Insecticide Less Harmful To Bees

Of all insecticides applied to plants in bloom, toxaphene is the least harmful to bees. Tests show that toxaphene produces a very low kill among bees, regardless of dosage.

Sprays which killed more than 10 per cent of the feeding honey bees were early morning sprays of TEPP at six ounces, malathion at 10 ounces, dieldrin at one ounce, heptachlor at four ounces, aldrin at two ounces, chlordane at one pound, endrin at four ounces, and an early morning dust of DDT at half a pound per acre.

any one type of production should have less consideration than another. It would be difficult to visualize any plan that put grain feeding in an unimportant place.



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Increase In Dairy Cow Population In California

The number of milk cows on the Nation's dairy farms totaled 22,500,000 head at the end of

June this year, the USDA reports. This is approximately 1 1/2 per cent greater than for the same period a year earlier, but about the same as the mid-year count of December, 1953.



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OUTLOOK

FOR LIVESTOCK
IN 1955

According to U. S. Department of Agriculture views for the year ahead, demand for farm products is expected to be about the same as in the past 12 months. Consumer buying power isn't expected to show any radical change nor are exports of agricultural products expected to decline appreciably.

Removal of the total acreage allotment provision of the cross compliance act should make it easier for livestock producers in the year ahead. Under the revision, producers will be able to raise feed grains other than corn and still be eligible for wheat, corn and cotton loans. It is possible that some livestock expansion will take place as a result of the revision.

BEEF CATTLE: The demand for the better choice grades by consumers may result in new highs being established for fed-beef in the latter months of this year and in the early part of 1955 but the overall price for all cattle is expected to be moderately lower as

heavy seasonal sales reach their peaks during the year. Cattlemen have requested the government to resume its beef buying program of last year. If it does, some price improvement might be felt immediately.

STOCKER AND FEEDERS: If the market of fed-beef holds up well, demand for replacement stock will probably keep feeders at their present level. Should the market dip, both stockers and feeders will reflect the change. Recent prices for stock in these classes has been about 2-3 dollars above last year and appear to be in demand, however, the demand is for the better grades and any oversupply of common types can reduce the market sharply.

HOGS: The increase of about 5-10 percent in this year's production has weakened the fall pork market to some extent but to a far less degree than anticipated. Demand for pork products is still

good and should result in only moderately lower prices for 1955. Indications are that seasonal fluctuations will be less with average prices about 1-2 dollars off the present 17-21 dollar tops throughout the year ahead. Demand for feeders is expected to remain good but considerable variation in prices is expected between the top and low grades.

LAMBS: Good quality fat lambs reaching the spring market should average last year's tops but off-quality lambs will be down. Consumer demand for choice grades makes the marketing of under-fed lambs undesirable and unprofitable. Wool prices will probably reach the legal limit set by the government under its purchase program at 110 percent of parity.

MILK AND BUTTERFAT: Cow slaughter indicates that dairymen are practicing a rigorous culling program and it is expected that the cow population will be slightly lower for 1955. Production for the year ahead is placed at about 123 billion pounds or about 1 billion less pounds than in 1954. Sales of butter, from reports available, show about a 12 percent increase over last year but production is still running ahead of consumption for all dairy products and for the year ahead it is expected the percentage will remain at the same level. The amount of dairy products in storage should decrease as the program authorized by congress making available 50 million dollars of CCC funds to promote the sale of fluid milk for schools gets underway in the new year.

EGGS: Indications are that poultrymen still have a tough road ahead for at least another six months. The annual increase in production at this time of the year will probably cause a further drop in prices for large eggs, unless producers reduce their numbers sharply. The current egg-feed ratio which is the lowest in 30 years may force many poultrymen out of the business temporarily. Broiler prices will probably show marked advance until after the holiday season.

FEEDS: No change in feed prices are expected for 1955 other than the fluctuations seen each year at harvest times. Grains being supported will sell near that level as in the past.

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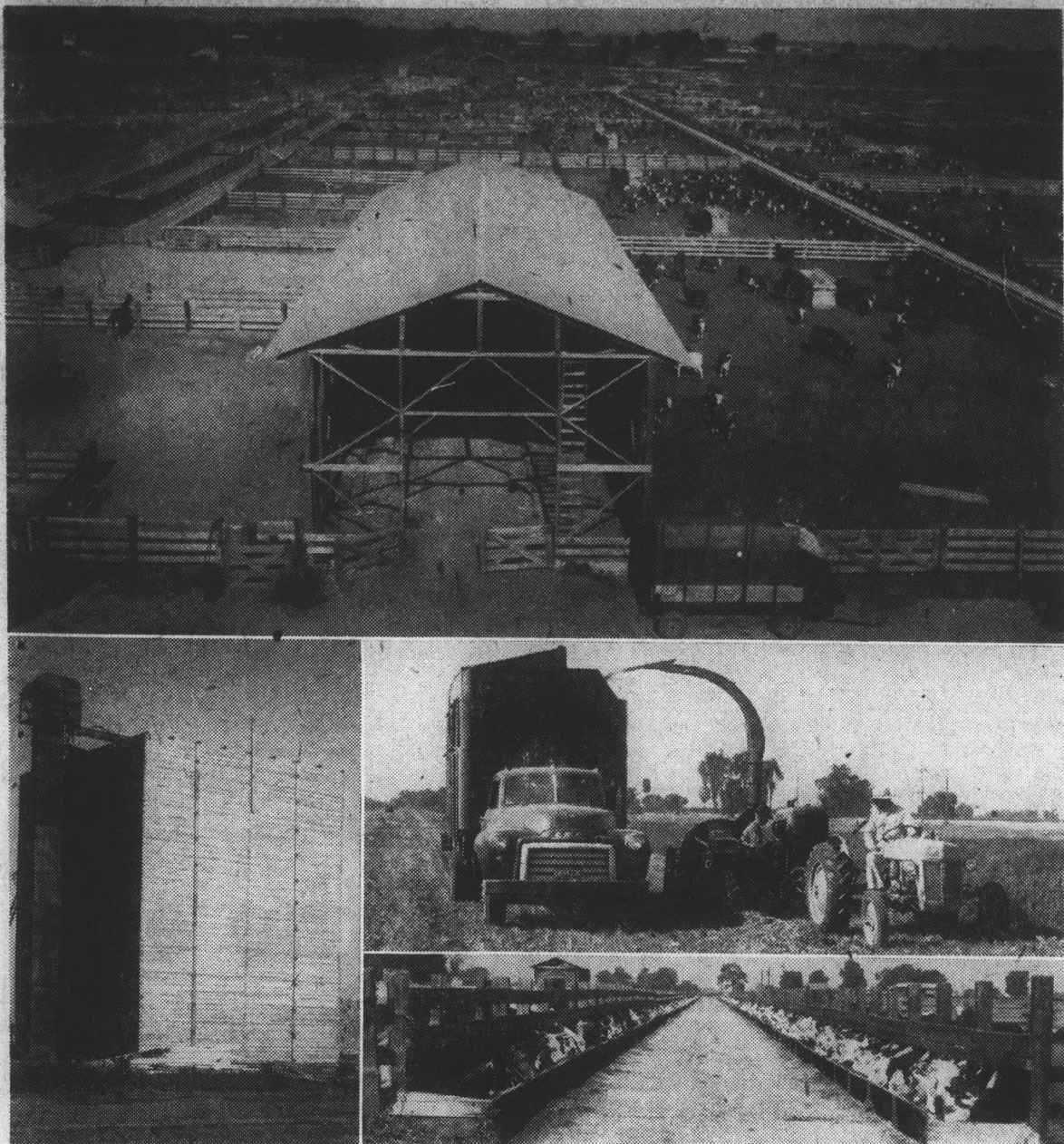
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Farm Bureau Yards To Begin Deductions

All members of the California Livestock Auction Association were asked to start the beef promotion deduction as recommended by the California Beef Industry Council on September 15. At that time, the 52 yards in the Association and the two California Farm Bureau Marketing Association yards began a 10 cent per head deduction on all animals sold.

Producers who object to the deduction will be given a refund. The 10 cent per head deduction will include two cents that is now being deducted for the National Livestock and Meat Board plus eight cents that will go to the California program. The yards will operate as the collection agencies in major stockyards in the state and account for over 65 per cent of the total number.

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.



GREEN CHOPPED forage is being used as base for feed-lot ration at the John Guthrie ranch northwest of Porterville. Above photos show, top, general layout of the feed yard, with pens back of the large barn; lower left, an 800 ton grain storage bin; upper right, forage chopper pouring green alfalfa in to feed truck for transportation from the field to the feed lot and, lower right, a quarter mile of beef cattle, with heads in feed bins, after truck has dumped green forage into feed boxes. (The Farm Tribune photos).

Increase In Artificial Insemination For Dairy Cattle

Artificial insemination of dairy cattle last year increased nearly 13 per cent over the 1952 total according to a recent report at the American Veterinary Medical Association convention.

Approximately 4,800,000 cows were bred by this means in 1953, a great increase over 1939, the year when artificial insemination was introduced on a broad scale in the industry. At that time the total cows bred was 7,539.

The AVMA predicts a role of increasing importance for this program, especially since techniques for freezing and storing semen have been perfected. Improvements in methods have seen the average number of cows bred by a single sire jump from 228 in 1939 to 1,848 in 1953.

Cattle Top Income For Farms In U. S.

Meat animals represented about 29 per cent of the total U. S. cash farm income from all sales and government payments last year in spite of sharp cattle price declines resulting from record production.

In a breakdown of farm income farmers received \$8,926,000,000 for their meat animals as com-

pared to \$4,269,000,000 for dairy products, \$3,760,000,000 for poultry and eggs, \$2,075,000,000 for feed crops, \$3,074,000,000 for cotton and cottonseed \$1,753,000,000 for vegetables, \$1,217,000,000 for fruit and tree nuts, \$1,094,000,000 for tobacco and \$2,589,000,000 for miscellaneous crops and government payments.

ARMED FORCES TO GET MORE MILK

The Army and Navy, through Robert B. Anderson, deputy secretary of defense, may soon be getting its milk rations lifted to one pint a day for the Army and a boost over the half pint per day per man Navy requirement. In a letter to Secretary Benson, Anderson says that the Uniform Ration Law is now under advisement in the Department of Defense and will soon be presented to Congress for legislative action.

"The master menu for the Army and Air Force specifically recommends that the allowance of fluid milk for each man be increased to one pint per day through an adjustment in the menu, if this can be done without exceeding the value of the ration."


FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.

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"EXTEND YOUR FENCE LINE" TO PUT MORE DOLLARS IN YOUR POCKET

By Robert B. Cooper, General Manager San Joaquin Valley Poultry Producers

When you increase your holding you do so with the idea that you can have a better operation. A better operation generally means more dollars in your pocket as a result.

There are several ways to extend your line fences to put more dollars in your pocket. One is by working with your neighbor to purchase or market your products. Farmers have learned that by forming associations they can extend their line fences rather easily and make savings which puts dollars in their pockets just as effectively as owning the land next door.

Farmers associations or cooperatives are very democratic organizations set up so that the owner users are the ones who control them. Certain areas are usually represented by directors who are elected by the members in that area. It is the duty of the director to represent the people in the district and to formulate policy that will give them the services and supplies they need and desire in their operation.

The voting is carried on usually by one member with one vote but variations of this often take place.

In any case the user member is the one who actually controls the organization by his vote.

The ownership is by stock or withholding and they usually carry a low rate of interest if any at all. The people who put up the capital are the same people who use the services of the cooperatives. Their chief object is to obtain services rather than to receive income on their investment. Thus the return from the investment is limited.

The third principle is operation at cost. That is, after all expenses are paid, including the interest on invested capital, the balance on the savings are divided among the patrons in proportion to their patronage with the cooperative. In other words, in proportion to the business they did with the association. This further emphasizes that the objective of farmer cooperatives is to improve farm income through providing improved services rather than a return on investment.

California has many cooperatives — principally of the marketing type. When you buy the raw materials, feed, seed, fertilizer and etc., you may decide the best way is through a cooperative. What you are doing then, is adding to your farm operation one step be-

RETURNS TO MEAT PACKERS LOW

The meat packing industry paid out 75.6 cents on every dollar taken in last year to livestock growers for their livestock and other farm products, a recent meat industry survey discloses.

Packers report a total sale of 10 billion, 850 million dollars (\$10,850,000,000) worth of products. However, they produced a net income of only 8/10th of a cent on each dollar of sales. Increase of labor and taxes have eaten into their margin of profits, packers claim.

Sales of meat and products in 1953 amounted to 24,600,000,000 pounds as against 23,000,000,000 pounds in 1952, yet reflected lower gross income due to lower livestock prices, over which packers say they had no control.

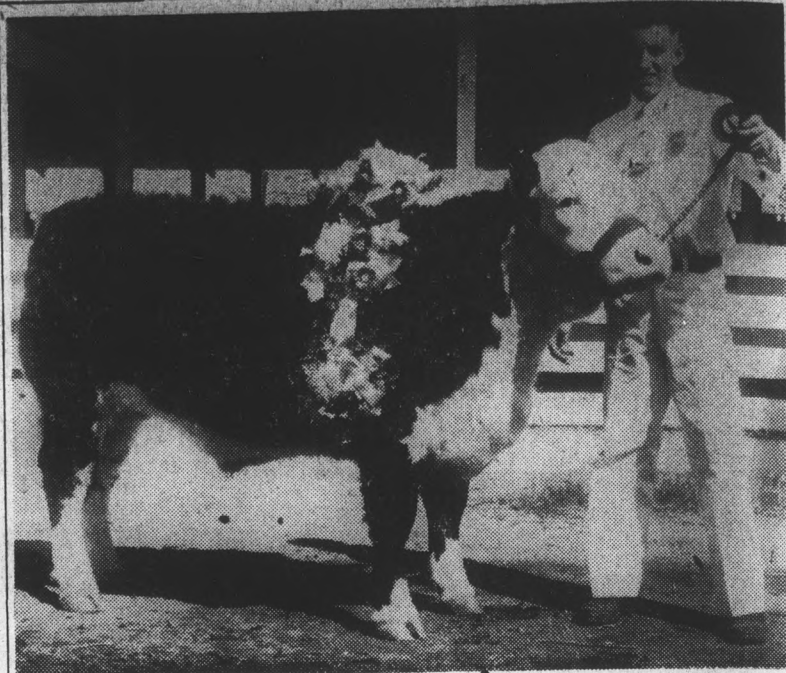
The packers also point out that 17 of the Nation's largest commercial companies earned considerably more than the entire packing industry and collectively earned 9.1 cents out of each dollar of their sales. In the United States, all manufacturing corporations obtained profits, after taxes of 4 1/4 cents out of every dollar, something the meat people didn't do the survey shows.

Commercial hatcheries in the nation produced 86,451,000 chicks during October, 12 per cent less than in October of last year.

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.

fore farm production. You are now in the business of buying your farm needs cooperatively and are making use of a purchasing cooperative.

After you have purchased supplies cooperatively and produced products on your farm there is another part of your farm business—the marketing of your produce. If you decide to sell eggs for example through a cooperative you are then using a marketing cooperative. You then have carried your farm operation one step beyond production or beyond the line fence on your farm. Literally you have extended your line fences both by purchasing and marketing.



LARRY AWBREY, Strathmore Future Farmer, with the grand champion steer of the 1954 Tulare County fair. This 955 pound Hereford topped the show because of its excellent finish, and brought 44 cents a pound from Cadwell Martin meat company of Hanford. The steer, that originally came from the John Guthrie ranch, was first shown as a feeder at the Porterville fair last May by Arlo Awbrey, who sold it to his brother, Larry after the Porterville show. (Tribune photo.)

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CLOUD SEEDING IN TULARE COUNTY

By Dave Merrill

The acute water problem of the Southern San Joaquin can be solved more quickly and much cheaper by a cloud seeding program in the Sierras and a dam building program on the streams, than by bringing water into the area from further north.

During the past seven years people in other areas have proved that this can be done, and have made it a regular part of their operations.

During the two years in which seeding operations were carried on here in the Southern part of the Sierras on a partial basis, enough experience was gained to indicate that a full scale program here will double the precipitation, and using the rule of thumb that when the precipitation is doubled the stream run-off is more than tripled. That would add up to a total stream run-off of 13 1/2 million acre feet of water in the five rivers in this area on an average snowfall year instead of the present 4 1/2 million acre feet, or an increase of 9 million acre feet. However, in order to be conservative in this proposal, the estimated increase has been reduced to 2/3 of that amount, or about 6 million acre feet, which is a great deal more water than is being proposed for this area under the plans of the Feather River Project.

Costs of Cloudseeding

The cost in terms of acre feet for the increased water in storage reservoirs, caused by cloudseeding ranges from a low of less than 10 cents per acre foot on the Mexican Light and Power Company Project near Mexico City, with five years experience, to a high of 23 cents in the Salt River Valley in Arizona, with seven years experience. The same commercial cloud seeding company that did the work in the above mentioned

areas, plus the two years of seeding here estimate the costs here on a full scale operation would be less than 20 cents per acre foot of increase.

Cost of Dams

There have been no engineered cost estimates made on enough dams to handle this amount of water on these five main streams and the smaller creeks which would need dams, but using the cost of the Isabella dam as a yardstick, we get a figure of \$40.00 per acre foot of storage capacity, and if we divide this cost over a 50 year period we have a storage cost of 80 cents for each acre foot of water.

Methods of Cloudseeding

There are four different methods of cloud seeding and so-called cloud seeding that have been sold to the public by commercial operators during the past few years, some of which produce little or no results, some moderate results, and one which shows outstanding increased precipitation, that one being the use of vaporized silver iodide spread in the clouds by airplanes equipped with electrical carbon arc burners which deliver enough heat at high altitudes to properly burn this chemical, and it is proposed that this method be employed.

Total Costs

Add the 20 cents per acre foot for cloudseeding to the 80c for dams or storage and we have a total of \$1.00 per acre foot. If these estimates prove too low they could be doubled, and the added water would still cost only \$2.00 per acre foot.

Financing

The present administration has stated clearly that they feel the Federal Government should get out of water and power development wherever possible and let private enterprise take over again,

Right Combination Of Feeds Reduce Risk

Choosing the right combinations in the livestock business can make a difference in your gambling chances. The chances of your income falling as low as \$100 per \$100 worth of feed (the break-even return), as reported in "National Livestock Producer", are:

Dairy cow herds, less than one in 100; beef cow herds, 20 out of 100; feeder cattle bought, 11 out of 100; native sheep raised, 20 out of 100; hogs, 3 out of 100; poultry, 2 out of 100.

Average returns per \$100 worth of feed fed during the past 20 years are different for each class of livestock; dairy cow herds returned \$174 for each \$100; beef cow herds, \$121; feeder cattle bought, \$126; native sheep raised, \$125; feeder sheep bought, \$124; hogs, \$146, and poultry, \$167.

Based upon past experience, future returns, in two out of three years should range as follows: Feeder cattle bought should return from \$105 to \$147 for each \$100 worth of feed; hogs, \$121 to \$171; feeder sheep bought, \$84 to \$164; dairy cow herds, \$155 to \$194, and poultry, \$134 to \$200.

but have stated they will assist financially on such projects if they have merit.

It is proposed that a district be formed consisting of the five counties in the southern end of the valley: Madera, Fresno, Kings, Tulare and Kern counties, to handle the programs, and that the costs be shared equitably with the power companies on the dam building program and the seeding costs be shared between them, the stockmen and dryland farmers. There is presently sufficient storage capacity on these rivers to warrant further testing.

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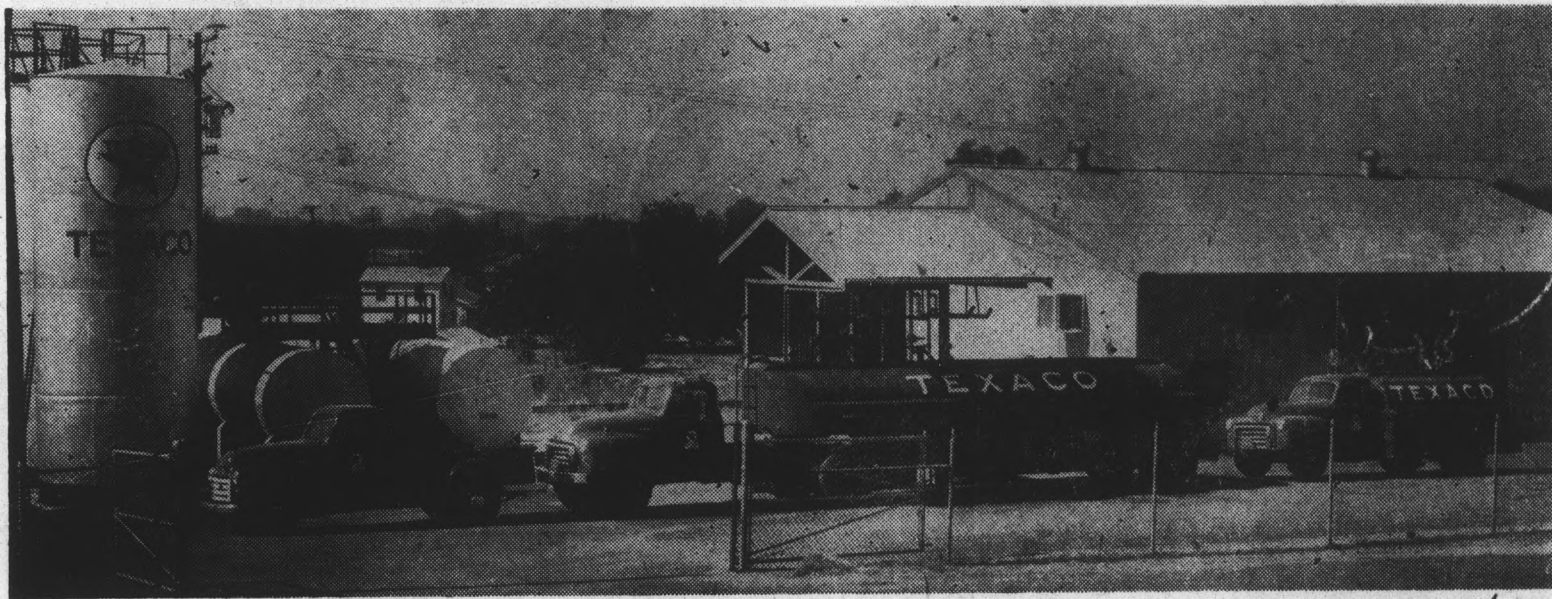


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numerous tailor-made crop varieties and livestock, and new, research-developed weapons to fight insects, diseases, and weeds, one farm worker produces abundantly for about 18 persons. This is a gain of 63% in efficiency in 14 years.

Today we are supplied with farm products — too well supplied, in some instances. When thinking about agricultural research both present and future, the questions raised by surpluses must be considered. Answers must be given — and soon. Emergencies or produc-

tion hazards can quickly turn a surplus into a shortage.

So — what about the next 50 years? Census projections show we may have 200 to 220 million people by 1975. Projected population growth alone will require about a 60% increase in food. If, however, we also improve our diets, total output will have to go up 75 percent.

The first responsibility of agriculture, and with it, of agricultural research, is to provide enough for everybody. This responsibility will be met. I'm sure we will not have to eat algae, or some other artificial substitute for accustomed foods.

But there is a second responsibility of Agriculture. It is this: Can research insure that food and fiber will be forthcoming at decreasing cost, with minimum strain upon our resources of land, manpower, and capital, and in accordance with the nutritional needs of the people?

Despite all the gains we've made, farmers still lose 13 billion dollars a year because of insects,

diseases, parasites, weeds, inadequate harvesting, mechanical damage, weather, and similar hazards. If by some magic this 13-billion-dollar loss had been eliminated, last year's farm production would have required 120 million fewer acres. No one expects this to be done, of course. 100% efficiency cannot be achieved. But let's assume that, given time and the proper research effort, it would be possible to eliminate one-half the losses!

I don't say that reduction of losses is the only way open to us. We must at all times try to develop all the things that can help. Boosting crop yields through better use of fertilizers may, in some instances, be a more economical route. New developments in livestock feeding, such as antibiotics, may be an answer.

Then, too, we've had some success in redesigning animals as well as plants to better adapt them to environment, or to meet changing consumer demands. The meat-type hog is a case in point. In a few years most farmers will be raising the meat-type hogs, because that's where the markets lie. And what we've learned in developing these hogs will help us, I'm sure, in breeding some of the back and belly fat from beef cattle without losing the marbling that makes prime cuts.

Beef cattle breeding now is only at about the same stage that corn

(continued on page 13)

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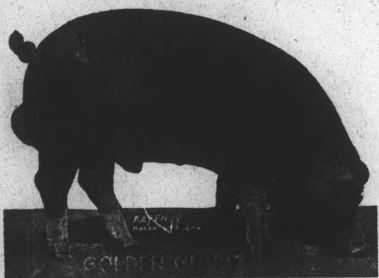
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"If you ladies want to live longer and more vigorously than your menfolk, drink much more milk than they do; but if you want them full of vigor and stamina also, see that they too drink lots of milk" says Herrell DeGraff, Professor of Food Economics at Cornell University.

"The same milk proteins devised specifically by Nature for the growth of infants are no less ideal for still-growing adolescents or for the maintenance and replacement of body tissues throughout life," Prof. DeGraff said. "The properly nourished body is in a continuous state of rejuvenation — and the need for high-quality protein food is a daily need across the whole of our life span. Milk furnishes protein in such abundance and of such high biological quality that we tend to think of it first as a protein food. It is — one of the best. But it is also much more. It carries other nutrients, essential vitamins and minerals, without which we could not live vigorous and useful lives at any age. Among these are major contributions to our needs for riboflavin vitamin A, phosphorus and calcium.

"The energy requirements of most persons declines at 5 to 10 per cent per decade, due to reduced activity and probably some physiological show-down," Prof. DeGraff said. "But while the energy requirements — the need for mere food calories — goes down, the need for proteins, vitamins and minerals do not. If we take in as many food calories as we did when

younger we will merely put on weight, but we do not burn as much energy. But on the other hand, if we are to keep our bodies functioning at top efficiency we must get as much of the protective food nutrients — the proteins, minerals, and vitamins — as in earlier life.

This dictates a change in eating habits after perhaps age 35. It means cutting down on foods that are not much more than energy sources, and increasing the consumption of those kinds of food that supply abundant amounts of the protective nutrients along with each calorie taken in. No food is superior to milk for this purpose. The person who gets at least three glasses of milk a day, along with other protective foods such as some meat, eggs, fruit, and vegetables, can eat otherwise as he wishes — in fact, can cut his calorie intake considerably and be well nourished and vigorous."

The idea that milk is a fattening food is "ridiculous" Prof. DeGraff said. "Instead of being avoided by those who wish to lose weight, milk is an ideal food around which to build weight-reducing diets." He explained that some foods providing the "armored" calories, whereas other foods provide "armored" calories that furnish the "naked" calories which provide body with protein, vitamins, minerals and energy value. A perfect "armored" calorie, one that would carry every necessary nutrient in

optimum proportion, does not exist, he said. No other food comes as close as does milk in fact. Prof. DeGraff added, "and it is this fact that makes milk ideal for use in weight reduction."

In discussing the current dairy situation, Prof. DeGraff said: "Our population is growing at the rate of 2 1/2 millions a year. In only four years, population growth alone will absorb more milk than Government purchases have been taking off the market. It would be tragic indeed for our dairy industry to decline when it is so difficult to build back and when so shortly we will require more milk than is now being produced.

"But this definitely does not mean that Government must buy dairy products until population catches up. If our consumers even begin to use as much milk as good health habits dictate, not only will the surplus disappear, but dairy-men will have to begin planning for an expanded milk production immediately. This is why everyone in the dairy business is extremely concerned with telling the milk story, and telling it more effectively than ever yet it has been told. We know that consumers and not the Government are our good customers. We want dairy products stored in home and restaurant refrigerators, not in government warehouses — that is, we want them stored in the refrigerators on the way to the table."

In addition to its other qualities,

milk is also one of the truly bargain-priced foods. There is in fact almost endless evidence that milk is a "best buy" among food. In the inflationary period of the past 15 years, milk prices at retail have risen less than the price of all food, so that milk is not a comparatively better buy in those "good old days" of low prices. And never before since we have had the necessary records to make the calculation has one hour of wage income bought so many quarts of milk for American families. In 1935-39, one hour of industrial wages would buy 4.8 quarts of milk at retail. Today the figure is 7.2 quarts.

The seven words: "You never outgrow your need for milk," are a summary of all the evidence that the science of nutrition has provided in expressing the value of milk to humans, he said. In spite of all that has been written over the years concerning milk, the story for milk has not yet been adequately told, Prof. DeGraff said. "We think we have a vital job to do, and we honestly and respectfully solicit your help in getting facts before the public. We think you will have as much fun as we do in telling the story of a product that never lets you down; a food that is always better than anything you say about it."

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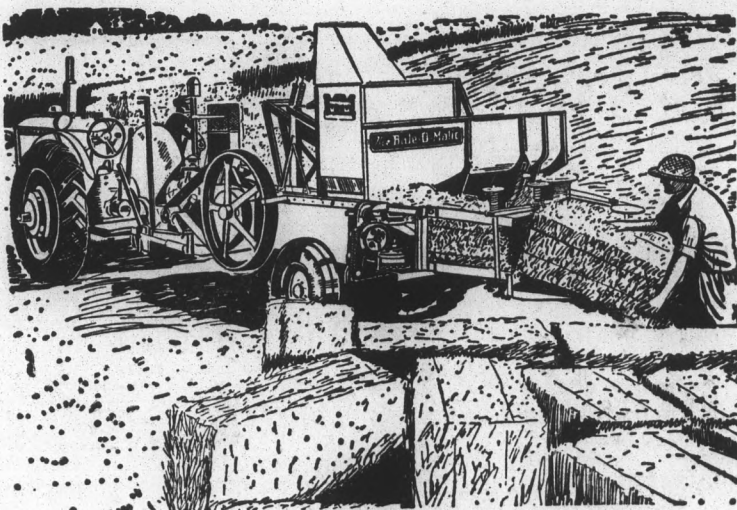
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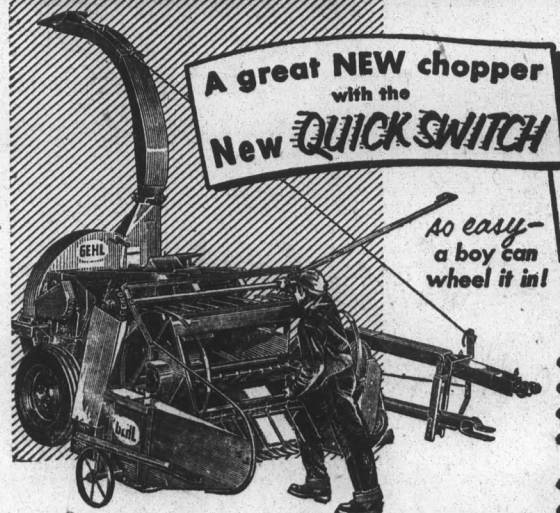


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CITY BOYS

LOOK TO THE FARM

The city boy is beginning to take a new look at the farm.

More young men and women with city backgrounds are joining farm youth at the University of California College of Agriculture at Davis, enrollment records show.

Modern farming and its allied fields, these students are convinced, now offer opportunities that formerly existed only in cities.

Agriculture is now "big business" and "more scientific," say

these city high school graduates who have chosen agricultural careers. They feel that there will be plenty of room at the top for them with training in the "sciences of agriculture." And they value highly the attraction of "living outside the city," of "variety in work," of "good family environment," and "economic security."

These remarks came from agriculture students at Davis enrolled in the Farm practice division, a non-credit program to train those lacking sufficient farm skill for their chosen profession.

Because they have chosen a career for which they lack experience, they are seeing to it that they get the experience, with the help of the Farm practice course at Davis — though no credit toward graduation is given for this work.

Besides the regular class work, learning the machinery and tools involved in farming, the construc-

tion work, the dozens of skills that the practicing farmer must possess, they have an opportunity to get actual paid experience, mainly during the summer.

This is the fifth year of the Bixby program of summer training, named for the late Fred H. Bixby, a Long Beach cattle rancher whose grant to the university made the Farm practice course possible.

Farmers provide summer jobs at regular pay, and—most important of all — these employers give the students special attention to help them develop a real feel for farm operations.

Most of the jobs are strictly in agricultural work, but a few are in industries that serve agriculture. Selection of the job — in beef cattle, fruits, dairying, vegetable crops, and so on — is determined by the particular field for which the student is aiming.

Employers in nearly all cases are well satisfied with the work of these

student employees. At the end of the season the work and personality of each student are reported on by his employer.

To help the students realize their faults and develop into good material, an inspection visit to each student is made about three times during the summer by Farm Practice Supervisor Robert W. Munyon. He talks to the employers and advises with students on ways of making the most of their opportunities. Each student keeps a record of what he has done during the summer, so that future planning of the summer work will benefit from his experience.

Those in the course are not all from the city. A young man may have grown up with horses and cattle and still lack experience in a crop specialty he chooses to study. He too will be assigned to the Farm practice course. It will not count as credit toward his bachelor of science degree, but when he

GYPSUM INCREASES LEGUME GROWTH

By Ralph L. Worrell
Farm Advisor

One of the most practical ways of increasing the total amount and quality of feed on foothill range land in Tulare county is to fertilize with gypsum.

Results which the Agricultural Extension service have obtained for 14 years have shown that in nearly every case legumes such as bur clover will respond markedly to applications of gypsum. This is due to the fact that most foothill range soils are lacking in available sulphur. The sulphur contained in the gypsum encourages bur clover, Spanish clover, and other legumes to grow faster and greener through the winter.

A number of Tulare county cattlemen have used this practice successfully during the last ten years, including Freeland Farnsworth, Wilbur Dennis, Tom Martinez, Jack Chrisman, Dow Whitney and Wendell Travioli. A total of more than 6,000 acres of foothill range land in the county has been fertilized.

Tests show that from 400 to 600 lbs. per acre of high test gypsum (90%) or 500 to 800 lbs. of bulk gypsum (70%) are the most profitable amounts to apply.

graduates he will have the particular farm experience he needs.

"A little-known aspect of the program," said Mr. Munyon, "is that when a student is not well suited to his chosen career, the fact is discovered before a great deal of time has been wasted. Then we try to help him find a more suitable line of work. This weeding out of a very few misfits is well worth while."

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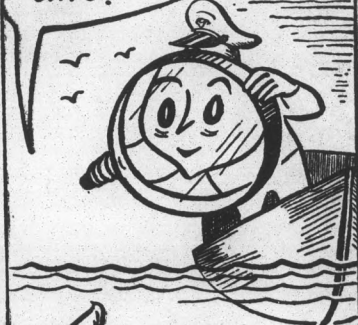
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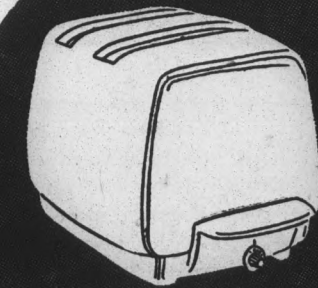
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RESULTS OF SUPPLEMENTAL FEED MIXES FOR CATTLE ON GREEN CHOPPED ALFALFA LISTED AT GUTHRIE RANCH FIELD DAY

By Robert F. Miller
Farm Advisor

Over 200 people turned out to see and hear the results obtained at the Guthrie green alfalfa feed lot when a field day was held recently. Of primary interest to those attending were the results recorded in the feeding trial in which barley, beet pulp, cottonseed meal, and aureomycin were fed in limited amounts to cattle

receiving green alfalfa.

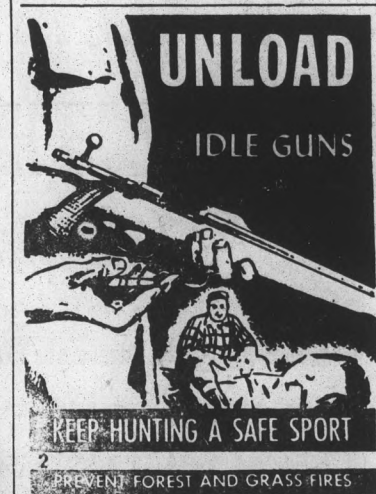
The results of this trial indicate that by feeding a small amount of barley, the daily rate of gain is increased resulting in the same cost per pound gain as those cattle receiving no supplement. In addition, those cattle receiving the supplement because of their more rapid gain would reach an acceptable slaughter grade quicker resulting in more profit per head.

The rations containing higher amounts of barley and the barley-beet pulp combination also proved to be very satisfactory. The cost of gain in these rations was higher than the low barley group but this may be off-set by a higher slaughter condition. The cottonseed-meal barley group proved quite unsatisfactory principally because of the higher cost of the cottonseed meal.

The final answer as to which pen of cattle made the most profit will come when these animals are slaughtered. At this time the grade and yield will be recorded and this information will give a good indication on just which supplemental feeding program should be followed to provide the best results when green alfalfa is fed as the principle feed.

This feeding trial was a cooperative effort conducted by John Guthrie, Dr. Glen Lofgreen and Dr. James Meyer, University of California college of agriculture, the office of the Tulare county farm advisor. Complete results of this trial can be obtained by writing the Farm Advisors office, P. O. Box 990, Visalia, California.

DON'T MISS the Hereford Sale in Porterville, December 13.



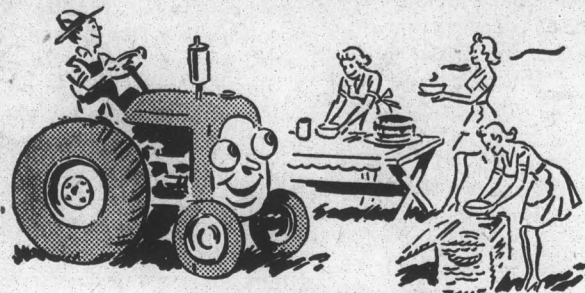
C. V. WITT, Ducor blacksmith, who is one of the few men in the country who designs branding irons commercially, shown at his Ducor shop where brands he has made over a period of the last 50 years are burned into a wall of his building. Mr. Witt began his career as a blacksmith more than 50 years ago when he was shoeing horses on the Will and Fred Gill ranches; since setting up shop in Ducor some 35 years ago, he has designed between 700 and 800 branding irons.

LEVEL RISES ON FARM PRODUCTS

The general level of average prices received by California farmers for their agricultural products rose somewhat during the month ending November 15. Increases occurred in the prices of oats, barley, grain sorghum, rice, potatoes, dried beans, hay and grapefruit. Advances were also recorded in

the price for calves, milk, and eggs.

These increases were partially offset by lower prices for corn, wheat, flaxseed, cotton lint, oranges, lemons, as well as for hogs, beef cattle and chickens. Prices for a few other commodities including cottonseed, lambs, wool and turkeys were unchanged as compared to a month ago.



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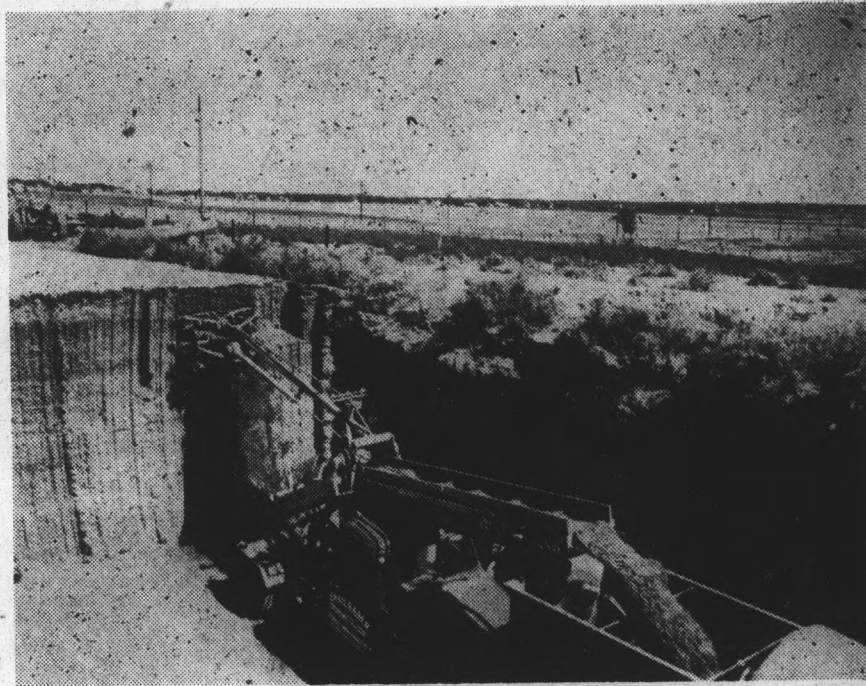
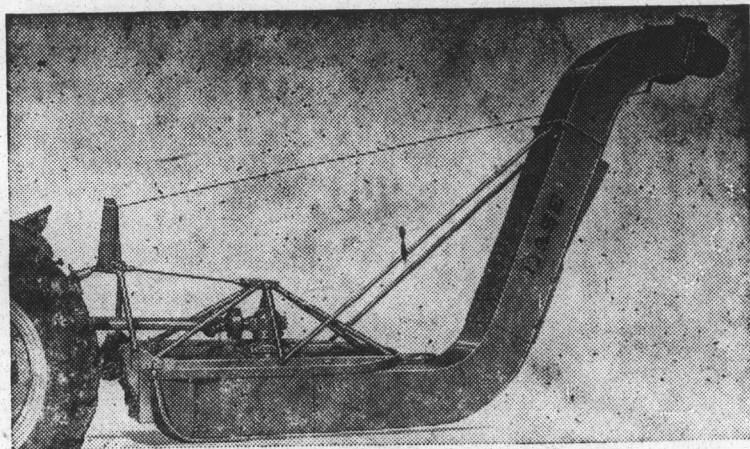
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Irrigation Man Added To Staff

Clyde E. Houston has been added to the staff of the California Agricultural Extension service as a specialist in irrigation and drainage. He will assist Larry Booher, extension irrigation specialist at Davis.

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.

DON'T MISS the Hereford Sale in Porterville, December 13.

An interesting title for this piece might be "How to Shade a Cow", because many a farmer's interest in landscaping ends once shade is obtained. Notably the dairymen have been more up to date in their thinking and many dairies have done excellent jobs of beautifying

their property. Milk and meat products being graded a great deal according to cleanliness, a nice appearing farm is certainly conducive to good public relations.

Plantings should be kept practical, however, and should be limited to the types of plant material requiring the least care. By choosing the proper plants the only care necessary will be occasional watering. By mulching deeply with straw and manure, water can be kept to a minimum. Plenty of hydrants installed before planting will save many hours of work later. Just like self-locking gates and convenient light switches, planting should be designed for the lazy.

Many farms restrict their planting because livestock in general seem to consider three dollar trees

a necessary part of their diet. Properly constructed frames are often necessary and a substantial wooden frame topped off with barbed wire should do the trick.

Trees are the most important farm plant in the interior valleys and much thought should be given to the proper placement and correct planting. For good development they should be placed fifteen feet or more from buildings and six feet at least from paths or walks. Holes for trees should be a foot wider than the spread of the roots and a foot or more deeper than the deepest root. Holes should be as large or larger at the bottom than they are at the top. After planting good basins for water and heavy mulching are essential.

Varieties of trees are many and

should partially be governed by the owner's individual taste. Fruitless mulberry is used more than any other and does provide a clean, fast growing, and wide spreading tree. Maple, Locust, Acacia, and Modesto Ash are hardy trees which often fill different purposes. Maples are taller growing with less spread while Ash are smaller trees for confined areas. No tree should be planted which will outgrow its location.

There is a lot to be said for productive trees such as Pecans and Walnuts. These require a little more attention but will become self-supporting, or even an income item, after a few years. Both are slower growing than the average shade tree but are every bit as attractive. The walnut is more spreading than the Pecan and should be given ample room — thirty or forty feet apart unless you want to remove every other one later. Pecans tend to be taller growing and can be planted a few feet closer. These are both becoming increasingly popular trees, especially from the money angle, and should certainly be considered.

Generally speaking, Poplar and Umbrella trees should not be planted, because they are brittle and subject to disease.

Wind not being a local problem, very few windbreak trees are planted. However, if narrow border or background trees are needed Eucalyptus still heads the list. Very few trees will stand the extreme drought conditions that these one-time money makers will take.

Some roadside color can be obtained from roses or lantana. There was a time when roses and palm trees made up the bulk of farm improvement planting. The palms seem to be a thing of the past although still a stately tree. The so-called living fences composed of climbing roses can become more of a pest than a blessing and should rarely be used. Better types of truly everblooming roses are available, such as the yellow Mermaid rose and will give lots of color even when planted some distance apart. For edging drives or other sunny locations the floribunda type roses which are heavy blooming and low growing are the easiest and best. Tree roses are good but require more attention and are more easily damaged.

In some areas hedges of Pyracantha have become a common sight and certainly are a thing of beauty. The newer dwarf types require no trimming, stay green all year, have a white flower during spring and beautiful red berries each fall. Planted between the fence and road they eliminate this trash gathering strip with very little attention.

A clean, nice appearing farm dressed up with even the few plants we have mentioned, will add much to your own pleasure and the enjoyment of others. The days when a farm house looked like the headquarters of an implement dump are fast disappearing.

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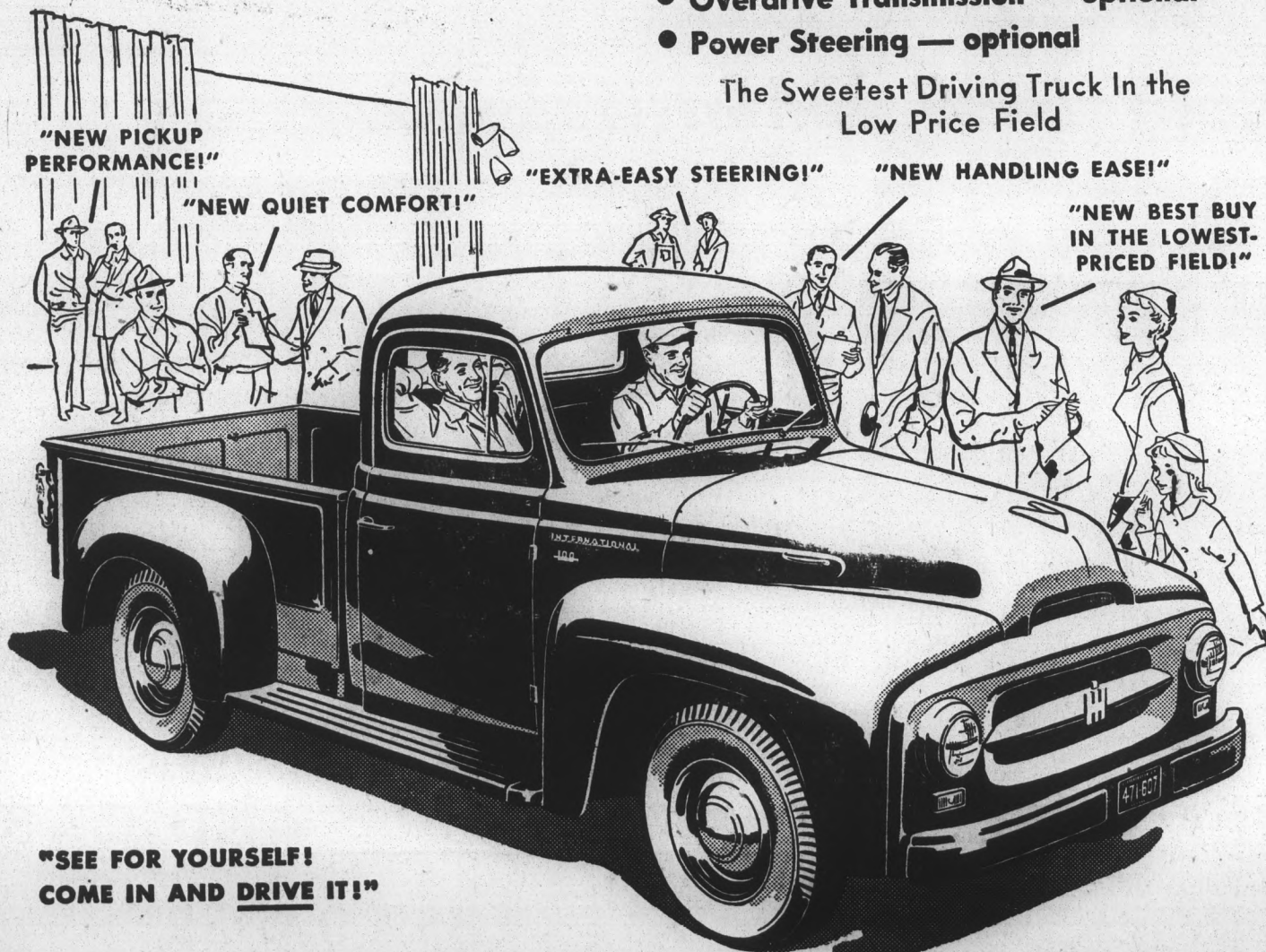
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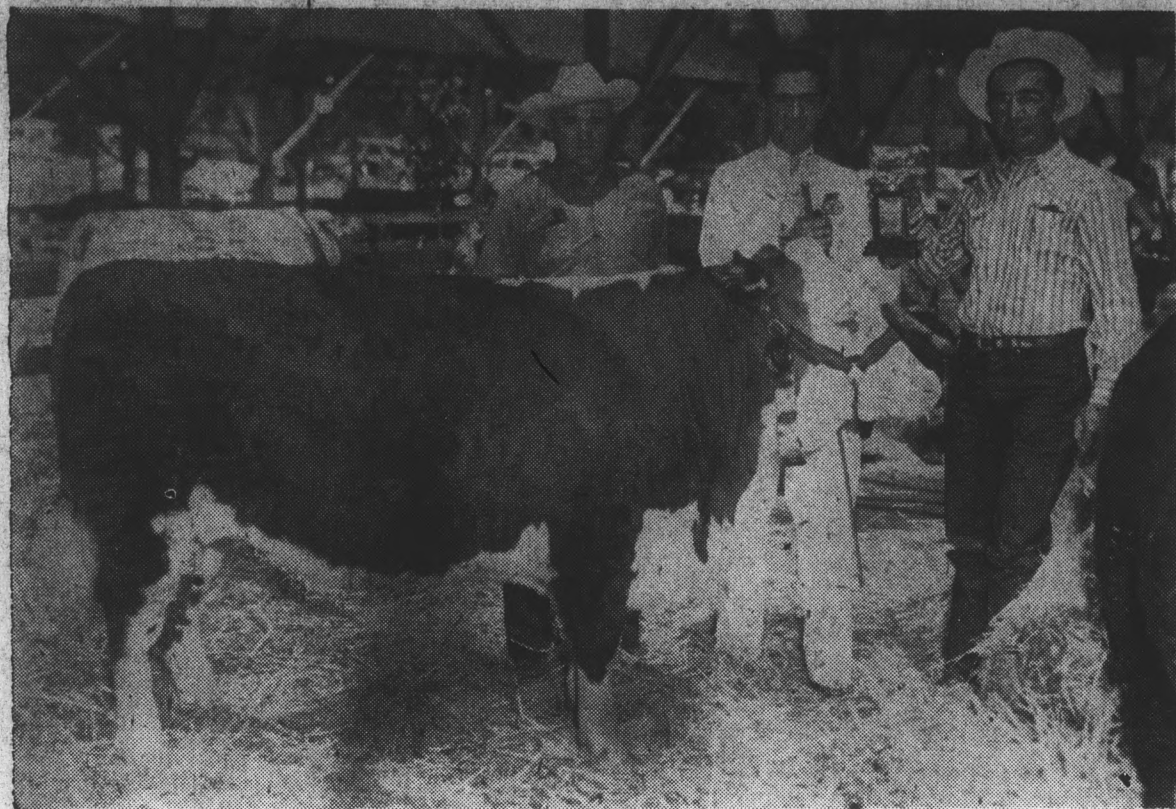
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TOM MARTINEZ, right, president of the Tulare County Cattlemen's association, had the unusual pleasure of presenting his own son, Jim, center, with association directors' award for the grand champion steer of the 1954 Porterville Junior Livestock Show and Fair. Jim, showing as a Future Farmer, obtained the champion animal from Roy Boone, shown at left, above. Jim had been an exhibitor at the

Porterville fair as a 4-H club member or a Future Farmer ever since the fair was started eight years ago, but did not get into the champion's circle until the 1954 show. Incidentally, FFA and 4-H classes at Porterville are about as tough as any to be found in the state of California.

(Edwards Studio photo)

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.

DON'T MISS the Hereford Sale in Porterville, December 13.

WHAT'S AHEAD FOR YOUR FARM?

(continued from page 8)
breeding had reached 30 years ago. There's every chance that the problem of dwarfism will eventually be licked. Cattle that can gain three or four pounds a day, and can do it cheaply, may revolutionize stock raising. We already have bred 3-pound-a-day steers in our test lots, and we know that we can get these gains within the type and kind of beef cattle that breeder and market prefer.

There's every reason to believe that if we put sufficient effort into research we will, in the next 20 years, make as much gain in egg- and poultry meat production as we did the last 20 years. The time may come when every farm flock will be producing 240 or 250 eggs per hen a year.

There's no reason why disease resistance can't be bred into animals, too. We've already done it to some extent with poultry. We have strains that resist fowl paralysis, pullorum disease and typhoid. If we can develop cows and pigs that can resist some of the plagues of today, we will help take some risk out of livestock farming.

Agriculturally speaking, our soils are very young. We know that in some cases they have been greatly improved under farming. In others, they have been greatly damaged. What we are doing about our soils now can have a big bearing on whether our agriculture will continue strong, or start the downward trail that many civilizations followed in the past. With x-ray and chemical analyses, soil surveys, and mapping, electronic microscopes, and radioactive isotopes, soils research men are slowly building up the knowledge we need so much. We are finding many things we never knew before about fertil-

izers, lime, manure, and crop residues; about erosion control; about drainage and irrigation; about the minor elements and their effect on plants and animals. With the electronic microscope we can now study tiny soil fractions. We are learning some of the mysteries of the humus fraction of the soils. Then, too, with radioactive phosphorus and other materials, we are finding out how nutrients are absorbed and transferred to various parts of the plant.

The time is coming — and I hope soon — when farmers will be able to determine in advance the management needs and prospects for crop production of any combination of soils, crops, and climate. That includes water. The more we increase acre yields, the more it is likely that water, not land, will become our most serious limiting factor — in humid areas as well as in dry.

Along with these developments will come considerable change in farm life. Some of the most dramatic changes in the next 50 years, I believe, will come from the increases in efficiency of farm labor and farming operations. This will include new and better machinery, of course.

The time spent in caring for livestock — or doing chores — still requires more than a third of all farm labor. That amounts to about 6 1/2 billion hours of work a year. If farm workers were on a 40-hour week like workers in factories, they would spend almost 16 weeks a year, each, doing chores. That's a sizeable slice of any man's time, and I believe it will be reduced.

Beef cattle raising is going to be a much more automatic operation — with self-feeders, systemic insecticides, self-operating water-

(continued on page 14)



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**San Joaquin Valley
Poultry Producers**



**Which pasture pays off best in
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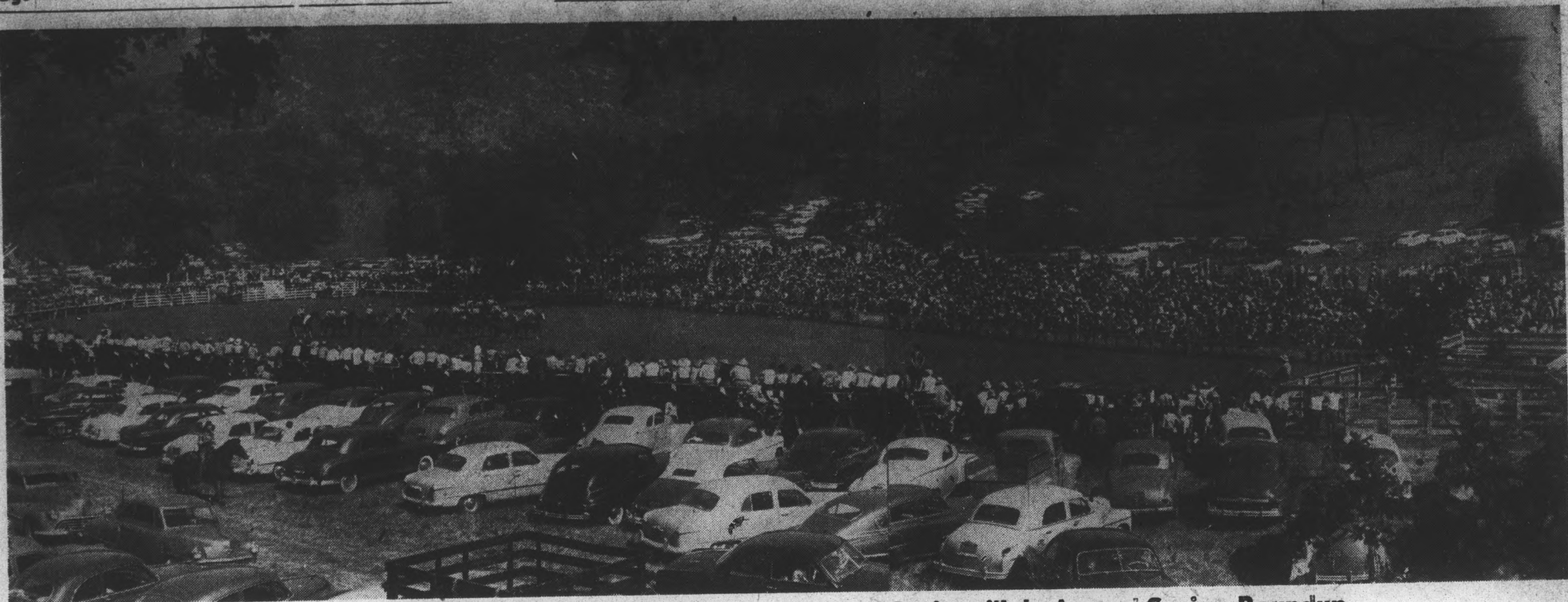
When you consider both the value of your land and the weight goals you set for your cattle, it is almost always a profitable investment to plant the most productive type of permanent pasture your soil can grow.

Which grasses and what combination should be determined by such practical consideration as how well those grasses will fit the particular type and depth of your top soil, your irrigation potential and the breed of animal you expect to feed.

Providing the factual information that will help you select the particular combination of seeds that will work best for you is part of Sunland service. You are invited to take advantage of it. Good permanent pasture is a profitable investment, and the wiser your choice of seed, the better that investment pays. Phone or write Sunland Seed Department for specific information today.

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Rodeo Time in the Heart of the Cattle Country — Springville's Annual Spring Roundup

WHAT'S AHEAD FOR YOUR FARM?

(Continued from Previous Page) ers, and dozens of other developments. The time may come when a farmer will have to go to the lot only once a week, to check on how things are going.

Air-conditioned barns and livestock shelters may sound fanciful today, but they may be common

in the future. We are just beginning to find out how big an effect temperature and humidity have in livestock production.

The heat pump can both raise and lower temperature. The possibilities are numerous. One that occurs to me is a pump to warm dairy wash water while cooling the

milk.

Multi-purpose equipment and high-speed field operations are here. Further refinements can be expected. In many cases machines, in one trip over the field, will plant, fertilize, and spray to control weeds, all at the same time.

Productivity of farm labor can be increased in other ways, too. A brand new piece of research shows one possibility. By spraying live virus vaccine into an enclosed area, scientists have been able to immunize, at one time, large numbers of chickens as well as small fur bearing animals. Think of the saving in time and work such a method offers over injections given one by one. This will become even more important as we increase the number of vaccines to protect livestock.

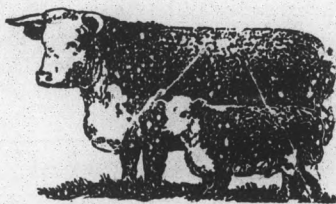
Farming is becoming more complex every year. It already involves large capital investment — in many cases exceeding the per worker investment of industry — and cash costs are heavy. Mistakes in management have far greater consequences to individual farmers than in the past. Mistakes multiplied spell upheavals affecting the whole nation. Along with technical know-how, therefore, farmers more than ever need reliable information to help them answer the questions of farm management which, almost invariably, revolve around this one: "Will it pay?"

In addition to farm management and production research, other types have specific value for farmers? Knowledge produced by science can help cushion the impact of periodic surplus supplies, just as it has helped in the past to

increase farm production. We already have good powdered citrus fruit juices, powdered tomato juice and tasty powdered eggs. We're making progress in finding how to make good powdered whole milk. It well may be that a stable whole milk concentrate or powder will do for the dairy farmer what frozen concentrates have done for the orange grower.

Even so, progress won't be auto-

matic. We can't sit back and trust that things will take care of themselves. Agricultural research has demonstrated during the past 50 years a growing capacity to help solve every kind of farm problem. There's every reason to believe, therefore, that if we move ahead in research as we should, our agriculture can be made ready for whatever the next 50 years may demand.



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One of our many services over the past 75 years has been helping youngsters, such as 4-H and FFA boys and Girls, to develop into "chips off the old block."

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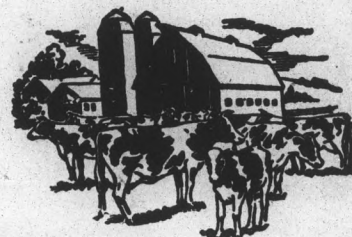
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National production of mellorine and similar type frozen desserts more than doubled in 1953 over 1952; 22,494,000 gallons compared to 11,128,000.

Two years ago, four states produced the nation's entire output of

mellorine dessert but last year five other states joined them in producing this ersatz dairy product. One of the new states was California.

Dairymen may be amazed to know that California's production for 1953 was 1,130,000 gallons from six plants scattered throughout the state.

California Dairy Herds Increase in 1954

The number of milk cows on the nation's dairy farms totaled 22,500,000 head at the end of June this year, the USDA reports. This is approximately 1 1/2 per cent greater than for the same period a year earlier, but about the same as the mid-year count of December, 1953. The leveling off, the USDA states, contrast with the moderate uptrend that started early in 1952 and extended through 1953.

Many specialized dairy states saw an upswing in numbers contrasted by a downward swing in the central states where other farm enterprises took precedent.

Over the last two decades the number of milk cows on farms has shown some wide swings. In 1934, a peak of 25,500,000 head was reported, but went down over the next five years until in 1939 some 25,000,000 head again were reported.

After the war, cow numbers began to go down rapidly, but during the last three years, although still going down, they leveled off to some extent. In 1952, a low point of 21,500,000 was reached.

California, during the years from 1943 to 1954, shows an average population of 790,000 head, this year, numbers are up over the average with a cow count of 835,000.

The figures used in this report, the USDA says, come from more than 140,000 farmers throughout the United States.

SEEK HIGHER EGG PRODUCTION

The egg production limit barrier now stands at around 220 to 240 eggs per hen. Production in recent years has leveled off at this rate and poultry breeders have not been able to go much higher by ordinary selection. But radiation and other methods are being experimented with by I. Michael Lerner of the Poultry Husbandry Department, Berkeley, in the hope that new gene combinations may permit development of strains with higher egg production.

DON'T MISS the Hereford Sale in Porterville, December 13.



JOE FAURE JR., Porterville college student and State President of the Future Farmers of America, is shown above presenting an honorary state farmer degree to California's governor, Goodwin J. Knight, during the 1954 Sate Fair in Sacramento. On the left is W. C. Wright, chairman of the state fair board of directors; on the right is E. E. Freeman, a long-time director of the fair.

FOR TOP RANGE BULLS, the sociation Sale at the Porterville San Joaquin Valley Hereford As- Fair grounds December 13, 1954.



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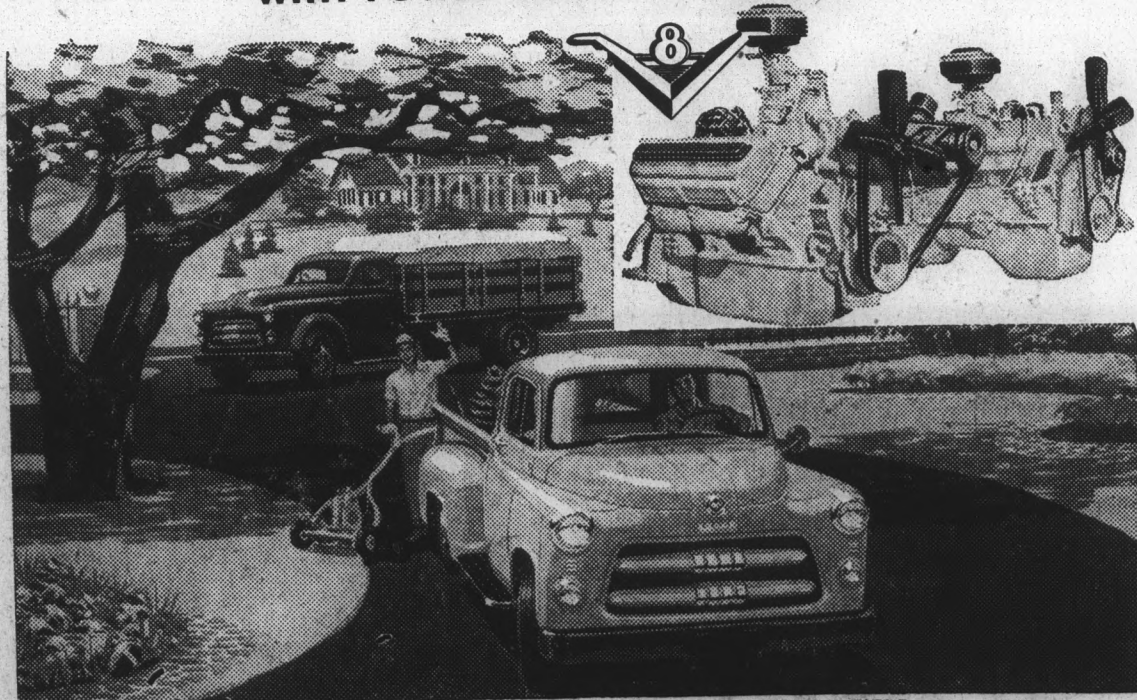
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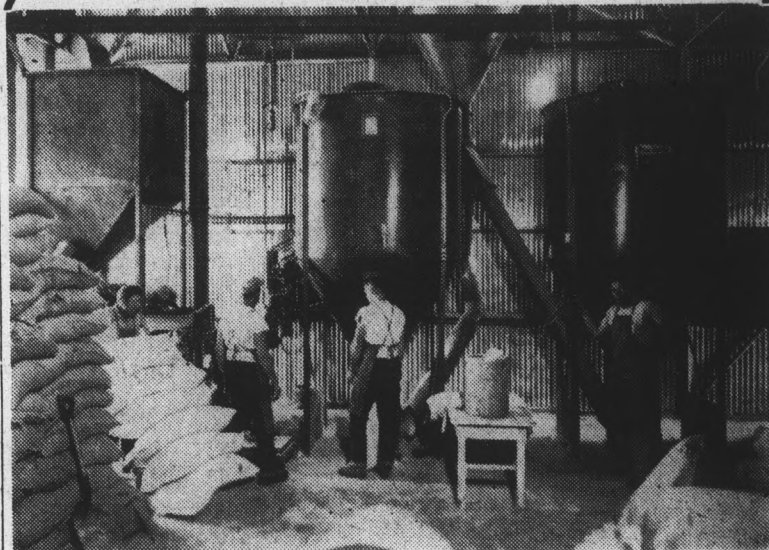
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POULTRY

GLOOMY PICTURE

Speaking before the Western Poultry Congress, Dave W. Martin of Pillsbury Mills told western poultry producers that there will be a demand for 600 million more pounds of poultry meat and 7.3 billion eggs, in the next ten years.

Comparing consumption in 1953 with 1920, Mr. Martin said that consumption of red meat increased 115 percent; dairy products, 107 percent; eggs, 136 percent and poultry and turkey meat 179 percent. For the year 1954, consumption of all red meats is expected to be about 150 pounds per person said Mr. Martin, or a loss of about four pounds over 1953, he expects this loss to be the poultryman's gain.

Mr. Martin said that the bugaboo of the poultry business today was overproduction. "If our reserves could be shipped to friendly nations — we could have a shortage here at home" said the Pillsbury official. With an excess of about 100 million broilers for this year, Mr. Martin doubted if there would be any money for producers

for the next eight to ten months except where unusually good local marketing conditions existed. He explained that this was the first year in the poultry business that they hit the billion mark.

Broiler production having increased nearly 300 percent in the past ten years is the cause for much of our troubles today, said Mr. Martin and suggested that the way to control it is through hatchery slow-ups.

"But we can't turn off this broiler production that has increased 300 percent in the last ten years off like a faucet" commented Mr. Martin. The only thing that will control it is when hatchery placements begin to slow up. The process of adjustment is slowed by such factors as hatchery obligations to breeders as well as to producers.

The number of chickens being raised on farms in 1954 will total about 650 million compared with 615 million in 1953, but, about one million less than the 10 year average between the years 1942-1952.

"Inefficient turkey producers will almost certainly be in trouble this year", said Mr. Martin, in view of an estimated 10 to 15 percent smaller profit margin this year than last year. December prices to producers are expected to average 31 to 33 cents per pound compared with about 34 cents received in 1953.

The second largest production of turkeys on record is expected for both the nation and California, said Mr. Martin. California producers are a controlling factor in the turkey industry in that they produce one-sixth of the nation's supply he said, and this year will raise about 10,097,000 turkeys, about one million above 1953.

National turkey production will amount to about 60,477,000 birds, seven percent above 1953 and 46 percent above the 10 year average. Of this increase, six percent more heavy breed birds are being raised while light breed production will be up about 11 percent over the last year. Cold storage holdings were the fourth largest on record as of June 1, at 66,935,000 pounds as compared with about 60 million pounds last year. But this was not important in itself, said Mr. Martin, because many years in the past were good years for the turkey business despite even larger storage holdovers.

Demand for eviscerated turkeys in 1954 will be about 4 1/2 pounds per capita, compared with 4.4 pounds in 1953. Mr. Martin pointed out another encouraging aspect was that consumer incomes are expected to continue high through the fall.

While employment is down from the 61,658,000 total in May of 1953 average weekly earnings are off only about 50 cents per week, so consumer buying of poultry meat for the holidays isn't expected to show much decrease over one year ago.

Figures on the profit and loss side of the turkey picture showed

University Of California To Get New Poultry Lab.

A MAXIMUM SECURITY laboratory for work on respiratory diseases of poultry will be added to facilities of the University of California School of Veterinary Medicine.

that California prices to producers on May 15 were 30 cents a pound, the same as a year ago. But a year ago, one pound of live turkey meat would buy 8.3 pounds of feed said Mr. Martin, while this year it would buy only 7.7 pounds, compared with the ten year average of 9.2 pounds. Turkey producers in the nation as a whole were receiving one-half per cent more than California producers this May but a year ago they were receiving a full two cents more per pound when the birds were selling for 32 1/2 cents.

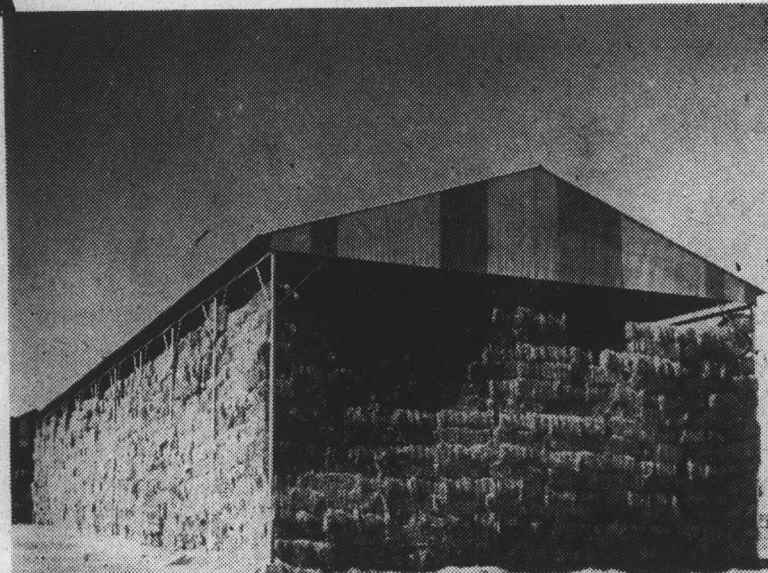
Allocation by the University regents of \$95,000 toward this major agricultural improvement on the Davis campus should make possible greatly expanded research on the respiratory diseases, said Raymond A. Bankowski, chairman of the Department of Poultry Pathology.

The structure planned, to be situated in the courtyard of the School of Veterinary Medicine, will have the most modern type of units for isolation of chickens and turkeys suffering from the respiratory diseases.

"One of the bottlenecks of research, in this field," said Bankowski, "has been lack of facilities to isolate and effectively study infected birds."

So contagious are some of the respiratory diseases that poultry pathologists at Davis often have been required to restrict study to a single strain of a disease at one time.

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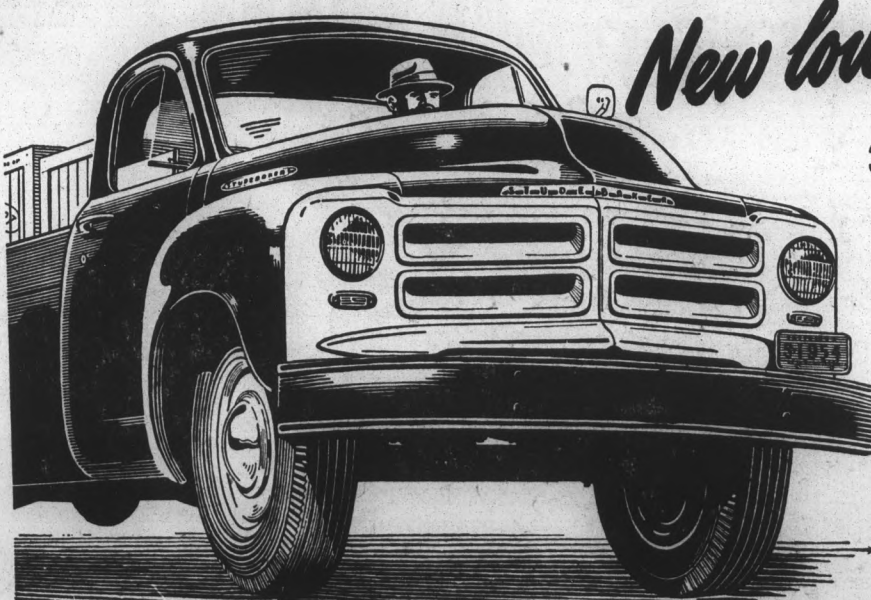
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It is a known fact that for every dollar you spend on planned pest control you get back nine dollars in profit. Yes, that's right—spend 100 dollars on a good pest control program — you'll get back 900 dollars in increased weight and production.

Each year livestock pests take 500 million dollars from the pockets of our livestock men. To give you some idea of these losses — cattle grubs cost over 160 million dollars; horn flies, stable flies, and deer flies on cattle, horses and mules, about 100 million dollars; screw worms and blow flies, over 25 million dollars; lice on cattle, goats, hogs and sheep, about 30 million dollars; ticks on cattle, sheep and horses, 6 million dollars; lice, mites, fleas and ticks on poultry and egg production, 85 million dollars.

Faithful adherence to sound, basic rules of sanitation and management can cut down parasite losses to a great extent. But progressive livestock men have found that a carefully planned year-around pest control program is a proven profit-insurance policy. Actual records will prove that you make nine for every one dollar you spend on pest control.

The best time to start a pest control program is in spring when lice are at their peak, that is the time to spray. Where ticks are also a problem the two pests can be controlled in one operation.

During spring roundup, be sure when castrating, dehorning, marking and branding, to use a good spray as a preventative on open wounds to promote rapid healing and prevent screw worm infestation.

In the late spring you should start watching the fly situation. Before animals are turned out to ranges, they should be sprayed to control horn flies, mosquitoes, lice and ticks.

It is during the late winter and early spring months that ear ticks are a problem in many areas. Treat all infested animals in a chute for easier handling, using a good spray directly on animal's ear, thoroughly wetting inside and area around ear. And don't forget your bulls. Healthy, pest-free bulls turned in with cows will service a greater number of them and produce higher calf crops.

This is also the time to plan a complete pest control program for the entire year. In a proper program, animals should be sprayed at least once a month. This will cost approximately 10 cents an animal per spraying or about \$1.20 cents per animal a year, which should bring you a return of at least \$10.80 per animal in increased weight and production.

Remember that for every fly killed in spring, you are killing thousands during the summer months — because the breeding rate of flies during the hot summer months is phenomenal.

Be sure and spray all buildings around the farm premises with a residual type spray. Spraying with a spray such as Lindane on floors in barns, around doors and windows, and around breeding areas; kills a good percentage of the house flies.

Summer is the time also when mosquitoes are a problem not only as an annoyance to the animals, but also because they spread disease. Remember, that no spray is completely effective against them if their natural breeding places in stagnant waters are not cleaned out.

In areas where Anthrax is a problem, animals should be sprayed regularly to prevent spread of this dreaded disease to other animals and humans. Anaplasmosis, according to many authorities, is spread by ticks, house flies and mosquitoes. Spray all cattle to help prevent this costly disease.

With the approach of fall, all cattle should again be observed for any body lice. If cows are to be confined for the winter months, barns should be sprayed before bringing the animals in from ranges. Beef cattle especially should be sprayed now to kill lice so that animals on low winter rations do not have to support a heavy lice population. The amount of money lost from lice infestation cannot be accurately estimated since it is not known how much loss there is in milk flow and how much extra feed is consumed to maintain and fatten

a lousy animal, but the loss runs into millions.

Cattle grubs usually begin to appear in the late fall and early winter months. Remember, the time to start your spray program is 25 days after you first notice the grub bumps on the animal's back. Kill the cattle grub during the infestation period and you stop your cattle from running from the heelfly in the early spring. The best answer to the control of this pest is a community program.

During the winter months is a good time to get rid of accumulated manure and decaying organic matter everywhere, as these are favorite overwintering places for flies.

In general — clean up all unsanitary buildings and barnyards, manure piles and old straw stacks, neglected pig pens and chicken houses, stagnant water, and prevent injuries to animals by careless handling — these are all conditions that favor the breeding of insects and make animals easy prey to their attacks during summer months.

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.

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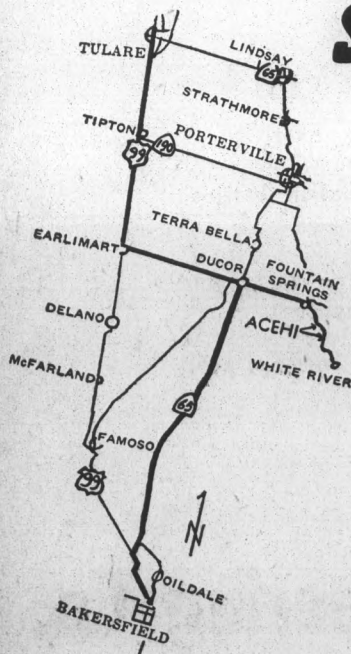
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CATTLEMEN

WILL ADVERTISE

One of the highlights of the year as far as beef production is concerned, was the overwhelming approval by 80 percent of California's cattle producers to adopt a voluntary 10 cents per head deduction on all meat animals sold for the purpose to secure funds to further promote the sale of beef products through an extensive nationwide advertising program.

The program was put into effect early in August after the results of a poll undertaken by the California Beef Council in mid-summer showed that the majority of cards returned from livestock producers and dairymen approved the deduction program.

It was determined at a later meeting attended by members of the California Beef Industry Council representing the various groups within the livestock industry, that collection of the voluntary assessment would be at the point of sale. Of the 10 cents collected, two cents would be diverted to the National Livestock and Meat

Board towards a national advertising program and the remainder to be spent locally for administrative and promotional purposes.

In a statement by Carl Garrison, president of the council, he said, "We all believe that a national beef advertising program offers the only real solution to our problems, but we must start on the state level. We know that cattlemen throughout the country are watching California. We must get started as quickly as possible now that we know that the program has the endorsement of the majority of cattle producers in the western states."

The state-wide poll was conducted after the promotional campaigns carried on last year by state and county groups proved highly successful in helping to move the less called for economy cuts of beef from the butchers' shelves.

Outstanding in this effort was the part played by the Tulare County Cowbelles, an organization composed of wives of cattlemen

members of the Tulare county cattlemen's association. Their program of printed recipe cards placed in butcher shops throughout the county did much towards acquainting the housewife with the many nutritious and economical dishes that could be made by using the less expensive front carcass cuts. So successful were they that the plan has been approved as a part for both state and national programs.

The California Beef Industry Council was organized solely for the purpose of promoting the sale of beef products. The council is made up of representatives of the California Cattlemen's association,

Non-Fat Dry Milk Used In Livestock Feeds

Approximately 573 million pounds of CCC-owned nonfat dry milk were sold for use in poultry and livestock feeds under the program which began May 3 and from stocks acquired in carrying out mandatory price support operations.

The sale of dry milk at reduced prices was started to fill a gap in high-protein feed supplies, due primarily to the reduced 1953 soybean crop. When first sales were made under the program the price of soybean meal had been increasing very rapidly. This added supply of dry milk as a high-protein feed ingredient stopped the price advance almost immediately and brought about a stabilized feed market for poultry and livestock producers during the summer, says USDA.

Largely as a result of this sales program, the CCC inventory of dry milk has been reduced from about 600 million pounds when the program began to 223.8 million pounds on August 31.

California cattle feeders, California Farm Bureau Federation and related trade organizations including meat retailers, packers, marketing organizations and etc.

Comments on the returned postcard sent to 50,000 cattle producers in the state indicated a good

many problems still to be solved but did not alter the fact that 80 percent approved the measure for the 10 cent deduction which was the primary purpose of the questionnaire. Among the comments on favoring ballots, several also wanted beef promotion on a national scale . . . 10 cents a head is a good start but should be considered only a minimum . . . need for more information on methods of deduction and promotion . . . packers and retailers should match or pay half of the deduction.

FOR TOP RANGE BULLS, the San Joaquin Valley Hereford Association Sale at the Porterville Fair grounds December 13, 1954.



as well as pastures

We invite you to use our
Expert Planting Service.
No obligation, no charge.

We Carry a complete
line of Garden Tools,
Seeds and Fertilizers for
home and ranch needs.

Daybell Nursery

PORTERVILLE



JIM MARTINEZ, Porterville Future Farmer
and His GRAND CHAMPION STEER of the
1954 Porterville Junior Livestock Show

**CARCASS PROCESSED BY
JONES LOCKER**

WEST OLIVE STREET

PORTERVILLE

Time Saved Is Money Saved

TWO-WAY MOBILE RADIO SAVES TIME AND MONEY



FOUR YEARS AGO we established our Two-Way Mobile Radio Service

NOW, WE COVER the entire southern San Joaquin Valley with 60 mobile units, providing instant communication between business firms, ranchers and individuals of the area.

IN THE OLD DAYS it took hours — sometimes days — to transmit a message that we now carry in a matter of seconds.

SAVE MONEY, Time and Miles with our modern message service.



Communications Engineering Co.

Alan and Norma Margo

907 THIRD STREET

PORTERVILLE

PHONE 1863

ge Bulls Mean Profit For You



of last year, providing cattlemen with an opportunity to obtain high-quality range bulls as an investment in future profits. Harry Parker, San Luis Obispo cattleman, will again judge sale entries in a show that is set for the afternoon of December 12; president of the Hereford association, that is sponsoring the December 13 sale, is F. R. Farnsworth, prominent Hereford breeder of the White River country.

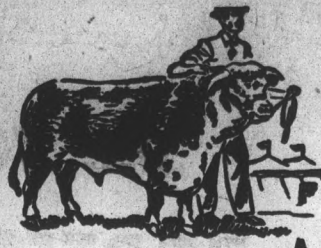


CONGRATULATIONS
**HEREFORD
BREEDERS**

From The
LARGEST USER
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QUALITY BEEF
in
TULARE COUNTY
Berkshire's
BARBECUE RESTAURANT

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PORTERVILLE, CALIFORNIA



**PORTERVILLE
CHAMBER OF COMMERCE**
SAYS
WELCOME

TO THE 6th ANNUAL

HEREFORD SALE

DECEMBER 13, 1954

For Information
About Porterville . . .

Drop In at the Chamber Office
211 East Cleveland, or
Phone 286

Come by bus

Travel In Air-Conditioned Comfort

To The

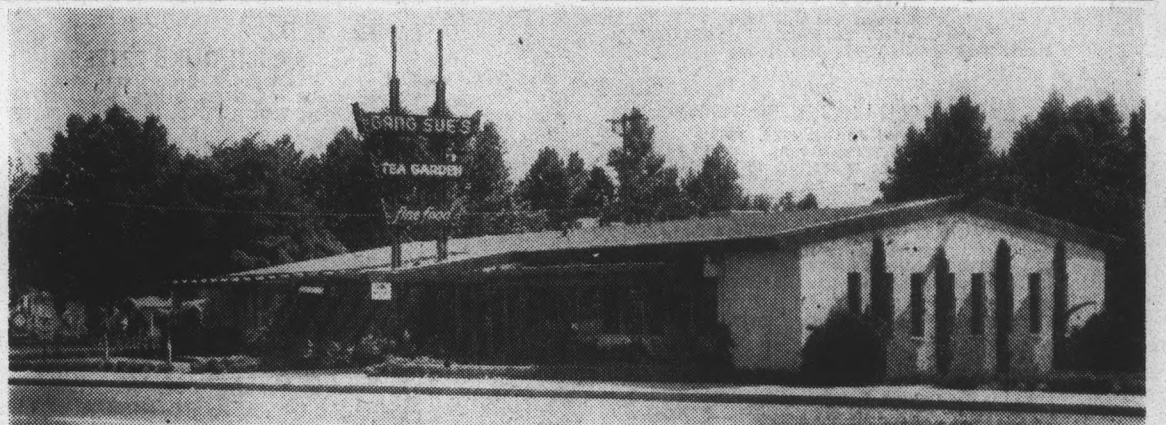
Sixth Annual San Joaquin Valley HEREFORD RANGE BULL SALE

ARRIVE RELAXED

WELCOME BACK
TO PORTERVILLE

Greyhound Lines

Porterville, California



WELCOME CATTLEMEN

For That Meal Away From Home

PLAN TO VISIT

GANG SUE'S

"FAMOUS FOR CHINESE FOOD"

1200 N. Main

Porterville

San Joaquin Valley Hereford Association
Sale - Dec. 12-13 at Porterville, Calif.



See you in PORTERVILLE

December 12-13

RULES AND TERMS OF SALE

1. Terms of the sale are cash.
2. All checks in payment of bulls are to be drawn payable to Theo. L. Cairns, Treasurer. Settlements are to be made at the office. Bulls will not be released from the grounds until shipping clerk gives release.
3. All cattle on the grounds are held at consignor's risk until sold. Ownership changes when cattle are sold in the ring and are held at purchaser's risk from that time.
4. Misunderstandings or disputes as to bids made, will be settled by the auctioneer. If there is a doubt as to the bid, he will cancel all bids and reopen the bids on the lot.
5. All cattle to be sold have been regularly inspected by a qualified veterinarian. All consignments meet with California and adjacent state laws.
6. All bulls going through this sale are registered and the seller will furnish registration and transfer certificates and pay for such transfers.

7. No cattle will be released for shipment or removal from the yards prior to the close of the sale without permission of the management.
8. Hay and facilities are free to buyers through Tuesday, December 14.
9. The Bull Sale Committee will make every effort to conduct the sale in an honorable manner, to protect both buyer and seller in every way, but under no circumstances does the committee assume any liability whatsoever.



We are happy to have our sale
appointed as a PAR sale.

HOWARD BROWN, Woodland, Calif., Auctioneer

A. H. McDONALD, Clerk, American Hereford Assn.

Floyd Slocum, Hanford, Calif.

Lot 1 **FS TRUMODE 25**
Sire: X-D TRUMODE 4
Dam: REINA MISS PUEBLOS 3 4649350

Lot 2 **FS TRUMODE 24 P-7826324**
Calved January 7, 1953
Sire: X-D TRUMODE 4 4719237
Dam: FS MISS BATTLE 5449415

S. E. Walters, Lindsay, Calif.
Lot 3 **WH ZOTEN PRINCE 7744863**
Calved November 5, 1952
Sire: RG ROYAL PRINCE 1 5692914
Dam: CH MISS DOMINO 218 2875136

Lot 4 **WH LENTONE DOMINO 8162513**
Calved June 28, 1953
Sire: RG ROYAL PRINCE 1 5692914
Dam: WH LENORA DOMINO 6053723

Lot 5 **WH ROYAL STAR 8128910**
Calved May 28, 1953
Sire: RG ROYAL PRINCE 1 5692914
Dam: MISS FAMOUS LIB. 5 4649805

W. V. Peterson, Fresno, Calif.
Lot 6 **SVR LARRY 3**
Calved June 1, 1953
Sire: YHR LARRY DOMINO 6914721
Dam: SVP PRINCESS DOMINO 5 4574306

Lot 7 **SVR WORTHMORE 58 P-7789866**
Calved January 28, 1953
Sire: PVF ADV. WORTH 33 5012483
Dam: SVR PRCS. DOMINO 16 5360596

Lot 8 **SVR WORTHMORE 53 TWIN P-7726790**
Calved September 12, 1952
Sire: PVF ADV. WORTH 33 5012483
Dam: KHR MISS MONO DOMINO 4481250

Luther V. Patterson, Lindsay, Calif.
Lot 9 **LEP GOLDEN ROYAL 10 7929772**
Calved February 26, 1953
Sire: G. S. GOLDEN ROYAL 34 5798064
Dam: MISS PRUNER DOM. F 43 4396595

Ray and Louise Hutchinson
Lot 10 **REGULATOR ROYAL LAD 7691092**
Calved November 27, 1952
Sire: ROYAL COUNT 7 6589081
Dam: MISS DIDO ASTER TONE 5862901

Lot 11 **ROYAL MISCHIEF MIXER 7691091**
Calved October 11, 1952
Sire: ROYAL COUNT 7 6589081
Dam: PH GOLDEN JUNO 29 6535860

Lot 12 **REGULATOR T. TRIUMPH 7723409**
Calved February 16, 1953
Sire: ROYAL COUNT 7 6589081
Dam: DEL JOSA TONE 5612153

Lot 13 **PRINCE ROYAL TRIUMPH 7723411**
Calved April 4, 1953
Sire: ROYAL COUNT 7 6589081
Dam: GHR SWEET SUE 2 5414859

Lot 14 **ROYAL DOMINO LAD 7915398**
Calved April 15, 1953
Sire: ROYAL COUNT 7 6589081
Dam: RS PRINCESS 16 4233631

Greenfield Hereford Ranch, Bakersfield, Calif.
Lot 15 **GHR DOMINO 3 7165252**
Calved October 15, 1951
Sire: BHR ROYAL DOMINO 935 5811347
Dam: GHR GOLDEN QUEEN 5558837

Greenfield Hereford Ranch, continued

Lot 16 **GHR TRIUMPHANT 13 7232351**
Calved February 4, 1952
Sire: TT TRIUMPHANT 64 4746340
Dam: GHR GOLDEN LADY 5 6128634

Lot 17 **GHR ROYAL DOMINO 18 7213666**
Calved January 22, 1952
Sire: BHR ROYAL DOMINO 417 4320843
Dam: SUNMAID TRIUMPH 3 4421130

Lot 18 **GHR BALDWIN 3 7232360**
Calved February 28, 1952
Sire: BALDWIN 215 5416757
Dam: PRINCESS 89 5999210

Lot 19 **GHR ZONON TONE 8 7213656**
Calved January 3, 1952
Sire: ZONON TONE 2 4988735
Dam: MISS MISCHIEF 473 3836555

Lot 20 **GHR KARPES DUKE 138 7743469**
Calved January 2, 1953
Sire: BACA DUKE 2 4655697
Dam: LADY DOMINE 68 4088888

Lot 21 **GHR KARPES DUKE 128 7708348**
Calved December 10, 1952
Sire: BACA DUKE 2 4655697
Dam: CHR MISS TRIUMPH 4 5716988

Lot 22 **GHR DUKE 7232356**
Calved February 14, 1952
Sire: GHR KARPES DUKE 1 6072452
Dam: PCR ROCKETTE 19 3570554

Lot 23 **GHR BALDWIN 7213660**
Calved January 6, 1952
Sire: BALDWIN 215 5416757
Dam: LUCILLE 032 5999197

Lot 24 **GHR ROYAL 5 7346470**
Calved April 27, 1952
Sire: JO ROYAL DOMINO 97 5850886
Dam: MISS CAPITOLA 263 6219934

Fred E. Vanderhoof, Woodlake, Calif.
Lot 25 **VANS ZATO HEIR 334 P-8019160**
Calved June 2, 1953
Sire: ZATO HEIR P 47 5227633
Dam: MISS V. DOMINO 16 (T) 3258697

Lot 26 **VANS ZATO HEIR 335 P-8019161**
Calved May 29, 1953
Sire: ZATO HEIR P 47 5227633
Dam: EL DORA 5 5354694

Giddings & Patterson, Porterville, Calif.
Lot 27 **PATRICK DOMINO 48 P7933858**
Calved May 21, 1953
Sire: PLATO LAD 2 5423945
Dam: PATRICIAN DOMINO 11 5911183

J. R. Giddings, Porterville, Calif.
Lot 28 **PATRICK DOMINO 49 P-7933859**
Calved July 4, 1953
Sire: PLATO LAD 2 5423945
Dam: PATRICIAN DOMINO 12 5911185

Don Doris, Clovis, Calif.
Lot 29 **POLLED TRIUMPHANT P-8203663**
Calved May 4, 1953
Sire: SVHR DOMINO 22 6199134
Dam: PENN JOSEPHINE 2 6105203

Lot 30 **STONE DOMINO 11**
Sire: HBH ROVER DOMINO 16
Dam: MISS TONE 11

F. E. Crews, Laton, Calif.

Lot 31 **LAGUNA TONE 21 P-7928441**
Calved March 17, 1953
Sire: LAGUNA TONE 21 6469295
Dam: X-D MISS PRIDE 14 4065669

Lot 32 **LAGUNA TRUMODE 36 P-7427632**
Calved May 5, 1952
Sire: X-D TRUMODE 65 5682731
Dam: X-D MISS PRIDE 14 4065669

Gladys L. Cooper, Tipton, Calif.
Lot 33 **FAC LARRY TONE 29 7680281**
Calved September 2, 1952
Sire: MW LARRY DOMINO 45 4174207
Dam: HAPPY DOMINE 5084709

Lot 34 **FAC ROYAL REX 20 5075467**
Calved January 3, 1953
Sire: TT ROYAL REX 33 5075467
Dam: FAC JOSA TONE 56 6528566

Lot 35 **FAC LARRYTONE 30 7685111**
Calved January 3, 1953
Sire: MW LARRY DOMINO 45 4174207
Dam: DOMINE HIGH TONE 6 3170161

Lot 36 **FAC PRINCE WILTON 44 7680282**
Calved September 12, 1952
Sire: FAC PRINCE WILTON 8 5668174
Dam: FAC JOSA A TONE 4988763

Theo. L. Cairns, Lindsay, Calif.
Lot 37 **SUPER DON 311 7755698**
Calved November 13, 1952
Sire: SUPER DONALD 6407555
Dam: DOMINO LASS 220 5771448

Lot 38 **SUPER DON 320 7764729**
Calved November 22, 1952
Sire: SUPER DONALD 6407555
Dam: MISS REAL 169 5734093

Lot 39 **SUPER DON 322 7764731**
Calved November 24, 1952
Sire: SUPER DONALD 6407555
Dam: MISS REAL DOMINO 6124699

Lot 40 **SUPER DON 327 7764732**
Calved November 30, 1952
Sire: SUPER DONALD 6407555
Dam: TC DOMINO LASS 154 5032740

Lot 41 **SUPER DON 336 7764733**
Calved January 13, 1953
Sire: SUPER DONALD 6407555
Dam: MISS REAL DOMINO 6191680

Lot 42 **SUPER DON 345 8171787**
Calved June 16, 1953
Sire: SUPER DONALD 6407555
Dam: MISS REAL 151 5397763

F. R. & E. K. Farnsworth, Porterville, Calif.
Lot 43 **ACEHI LARRY ASTER 48 P-7624132**
Calved August 27, 1952
Sire: ACEHI LARRY ASTER 11 6108278
Dam: ACEHI ROSALIE 19 5821530

Lot 44 **ACEHI LARRY ASTER 7659251**
Calved September 19, 1952
Sire: ACEHI LARRY ASTER 2 357591
Dam: ACEHI MARVEL 12 5606145

Hadley Hereford Ranch
Lot 45 **HH ROYAL MIXER 21**
Calved May 16, 1952
Sire: SF ROYAL MIXER 29 5118064
Dam: BACA LADY STAN 51 3576423